

FEBRUARY, 1957

sbs

SOUTHERN BUILDING SUPPLIES

*Serving dealers
and wholesalers*



in the South-Southwest

12,500 Copies This Issue

**Operation Store
Improvement in
Georgia — Plus
Two Lines of
House Paints!**

pages 45-46



OUR BILL OF GOODS

Selecting Materials
for Modern Kitchens

It Pays to Promote
and Advertise Paints

Accessory Sales
Double Our Profits

New Paints and
Decorating Accessories

Association Convention
Dates and Reports

Contents on page 3



**WHAT KINDS
OF PAINTS,
ACCESSORIES
SOUTHERN
DEALERS SELL —
AND HOW**

41-51

Ann Arbor Mich
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University Microfilms

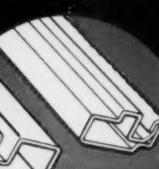
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AND
DODGE WINDOW CORPORATION
INTO**

DODGE WIRE CORPORATION

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CHARLOTTE
SAVANNAH
SHREVEPORT
AND PLYMOUTH, INDIANA
YOU CAN NOW GET
SWIFT DELIVERIES
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SCREEN CLOTH



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COMPANY

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REMOTE CONTROL
OPENS DOOR FROM
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Cash in on this sensational new item. Write for further information and discounts.

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February, 1957

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Features in S-B-S This Month

Sales of Paints and Accessories by Dixie Dealers	41
Different Types of House Paints and Uses	42
The Problem of Discounts to Contractors	44
Operation Store Improvement in Rural Georgia	45
It Pays to Promote and Advertise Paints	47
Accessory Sales Double Paint Dept. Profits	49
How to Step Up Wallpaper Sales	51
Selecting Materials for Modern Kitchens	52

Where the Departments Begin

Association News	70	Product Parade	58
Better Ways	4	Random Lengths	6
Dealers in News	75	Silent Salesmen	68
Helpful Booklets	55	Strictly Wholesale	80
Helpful Literature	88	Supply & Demand	10
Manufacturer News	84	Tops News of Month	18

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The easiest and most profitable TIE-IN sale for your paint dept.

No one wants to see the new paint on his home stained by rusty window screens. So when customers buy outside house paint they are ripe prospects for Tension-tite all aluminum screens. Ask us about free stickers and other sales aids for tying in trouble-free Tension-tite screens with your paint sales . . . and thus greatly increasing your profits from this department.

Be sure it's **TENSION-tite®**
America's fastest
selling screen for
double-hung wood windows.

RUDIGER-LANG CO.
INTERNATIONAL TRADE MART
NEW ORLEANS, LA.

Factories in Toccoa, Georgia and Berkeley, California

'BETTER WAY' Shared by Dealers

How to Store and Display Ladders

Since step-ladders are sold largely as an "impulse item" or need-related to a paint or other purchase, a dealer is not likely to sell enough to make ladders a profitable line to handle unless he both stocks and shows 'em.



Atlantic Builders Supply at Pompano Beach, Fla., has solved the dual problems of stocking and displaying ladders by rigging up the fixture shown above. Sturdy 2x2 hangers are angled on to a 4x4 beam that is anchored to the concrete-block wall of the warehouse.

This fixture holds an assortment of step-ladders from 2 to 6 feet—between the overhead truck-delivery door and the entrance to the sales room. On a 6-foot ladder, president L. M. (Teeney) Johnston is seen taking down the choice of a customer.



'Long Load' Signs Do Double Duty

Most municipalities and some states require shippers and haulers to place a red flag or some other precautionary signal on the ends of lumber, pipe, or other materials that extend beyond the rear or front end of the motor vehicle.

Lumber dealers in Georgia and Texas get double duty out of these "advertising" safety banners they give to customers and use on their own delivery trucks.

Penn Waller, veteran Savannah, Ga., lumber dealer, in cap above, proudly gives a "cash and carry" customer a red cardboard pennant to hang on some lumber that extended beyond his car's luggage carrier. The sign reads "no DANGER in using LUMBER from PENN WALLER LUMBER CO."



The copy and shape of the red heavy-paper "long-load flag" used by the Hi-Way Lumber Company in Burnet, Tex., is much simpler. As seen at left, Manager Stan Walker concocted an unusual "mobile" out of the square banners that merely read "HI-WAY LUMBER CO."

Walker fastened the banners to $\frac{3}{8}$ " dowel rods and stuck colorful samples of plastic laminates on each end. Then he strung them across the store so that gentle breezes twist and swing them to attract the attention of visitors and passers-by.

"If You Throw Butts on Floor"

Fed up with the filth of cigarette butts being scattered on the floor of the rest-rooms at the West Lumber Company in Atlanta, Ga., Chairman George W. West had display posters printed with this effective message: "IF YOU THROW CIGARETTE BUTTS ON FLOOR at home, do it here — but leave your name with me so you can stay home. G. W. West."

No West employees have thus signed up—and the floor stays clear of cigarette butts.

Keeps Literature Straight and Attractive

A novel way to keep sales literature from curling—when racked up on perforated hardboard panels—has been perfected by R. L. Biggerstaff.

The ingenious owner-manager of Alamance Builders, Inc., in Burlington, N. C., Biggerstaff is seen above placing a template-like "horseshoe" in a metal rack to hold costly, colorful letter-size folders upright and handy.

The "literature holder" in the picture below has been painted white so you can easily see its shape and size. The actual holders in racks are brown hardboard.

When his millwork men are not busy on shop orders, Biggerstaff gets them to saw these inexpensive literature holders out of hardboard and plywood "scraps." With the aid of a pattern, similar "horseshoes" are quickly cut to hold "No. 6 envelope size" sales literature.



These holders save literature and enhance its appeal to store visitors in the popular planning center of Alamance Builders, Inc.

Dealer Biggerstaff wins a \$7 award for sharing this "Better Way" with S-B-S readers!

SOUTHERN'S DROP-IN SASH UNIT

... Saves
YOU one-half
on labor cost—
just use the complete
one-piece balance with
Built-In Weatherstrip

One-piece Construction

Jamb Balance No. 600

Completely Factory Assembled

- Ease of Installation
- Floating Sash Hanger Eliminates Nailing
- Silent Operation—Springs are Flocked to Sound Proof
- Comes to you balanced No additional adjustment required in normal installation
- No service or attention needed Corrosion resistant aluminum
- Always silent, easy to operate

Important Flange Features

Full Weather Protection
Sash never binds or sticks

Self-adjusting
Easy to lock
Fits all standard sash
Looks new, looks neat

Full Jamb Coverage

JAMB BALANCE NO. 600 gives full jamb coverage and is mitered on 14 degree sill pitch. The flexible base provides a continuous air seal that adjusts automatically to conform with sash contraction or expansion. Cushion flanges provide tension adjustment.

Floating Sash Hanger

SOUTHERN METAL PRODUCTS CORP.

921 Rayner • Phone BR 5-9147 or BR 5-1898 • Memphis, Tenn

RANDOM LENGTHS

Comment on Industry News and Trends

WHEN SHOULD THE SOUTHEASTERN CONVENTION be held? That is a question to be answered by members of the four sponsoring state associations at early meetings. Tennessee, Alabama, Georgia, and Florida dealer associations will meet in Nashville, Birmingham, Savannah, and Daytona Beach to conduct routine business, attend stimulating business sessions, and decide on the future of the Southeastern Dealer Convention and Building Material Show.

Attendance at the fourth Southeastern convention at the Biltmore Hotel last November was disappointing to the exhibitors and sponsors alike. But there were several substantial reasons for the failure of dealers to attend in large numbers.

First, the late dates were not desirable because (a) they were too close to Thanksgiving, and (b) not far enough away from the dates of the NRLDA exposition for dealers to afford the time to attend both. Naturally, the greater number of exhibits, clinics, and other features appealed to many conventioneers more—and so did the chance for a visit to Chicago with the wife and friends.

Second, the weather turned off good to the south and bad toward the north to cut dealer attendance for different reasons. Rain, ice, and sleet in parts of Tennessee, north Georgia, and north Alabama made many refrain from driving to Atlanta for the convention. On the other hand, clearing, mild weather kept other dealers, whose business had been off for several weeks, at home figuring jobs in south Georgia, south Alabama, and parts of Florida!

Third, business had not been up to expectations for several months for many dealers—and lumber dealers aren't prone to spend money when they are not making it simultaneously.

From several angles it now appears most practical and promising for the Southeastern dealer convention to be scheduled late in January or during early spring. Then dealers are in the mood to consider buying new lines and stocks, as they plan for another spring building season. These dates would not conflict with Thanksgiving, Christmas, or NRLDA exposition trips.

So, officials of the Alabama, Florida, Georgia, and Tennessee associations will be wise to work toward and agree on a new schedule for their Southeastern convention. If need be, they might even arrange to transact a part of their separate business matters in conjunction with the regional convention-show.

PRIORITY 1957 TARGETS of the Hoover Commission will be thoroughly explored early in February at the third National Reorganization Con-

ference to be sponsored in Washington, D. C., by the Citizens Committee for the Hoover Report.

As formulated by the U. S. Chamber of Commerce, the five 1957 priority targets include:

1. Enactment of a comprehensive national water and power policy.
2. Elimination of hidden subsidies in Federal lending programs.
3. Integration and improved management of military supply activities.
4. Curtailment of excessive Federal employee turnover.
5. Curtailment of unfair government competition with private enterprise.

AVOID POISON OF ALL KINDS. Explains Dorothy Canfield Fisher, American novelist, in the interest of Brotherhood Week, February 17-24:

"It is the most ordinary, everyday sense which makes us see to it that 'Poison' labels are kept pasted on the bottles of dangerous chemicals we all need on the shelves of our medicine cabinet. Iodine, for instance, although an excellent disinfectant, would be the death of a child who took a drink of it. We know very well that such labels must be renewed if they fade or become unreadable.

"In exactly the same way, a constant repetition is needed of the label 'Poison' on all forms of mass-prejudice, racial injustices, making an individual suffer for something he doesn't do, or is not, because some of his group have done it or been it. They are all poisons—some slow and insinuating and gradual, some lightning-swift like a rattlesnake's bite. And every variety, slow or swift, mildly sickening or quickly fatal, should be labeled in our minds, 'Poison,' so that we recognize it as dangerous the instant we see or hear it."

"SEE YOUR LUMBER DEALER — ask him for information and advice on your home improvement project." This admonition will be emphasized in *Farm Journal's* widespread and repeated announcements of the annual \$10,000 home improvement contest. Co-sponsor of this 10-month campaign to get farm and rural families to perform a prize-winning OHI on their homes is the National Lumber Manufacturers Assn.

A kit of posters, ad mats, entry blanks, and other aids to help promote home improvements on farms—before October 31, in time to compete for 48 contest prizes—is available to every interested lumber dealer. Every contest entry must include invoices for wood products purchased!

Contest prizes include two \$1,500 first prizes, \$750 second prizes, and \$500 third prizes.

YOU'RE ON NATIONAL NETWORK TV

with these 2 great products—
NU-WOOD tile and BALSAM-WOOL insulation

IT'S EXCLUSIVE...IT'S NEW

NU-WOOD

TILE WITH PAINTED BEVELS

- ★ greater beauty than ever before
- ★ no unfinished joint lines
- ★ upgrades any tile job

PLUS THE NEW ALL-PURPOSE
JOINT FOR QUICK, EASY
4-WAY APPLICATION

* Nu-Wood clips * Staples * Nails
* Adhesives

Available in
Sta-Lite LIGHT-REFLECTIVE Tile
and Random Pattern
Acoustical Tile

AND NOW—
A New
Consumer-Tested
Nu-Wood Tile
Package—
Ideal for
Store Displays...
Easy to Handle...
An Extra
Profit Item!

DESIGNED FOR THE MODERN HOME

BALSAM-WOOL

SEALED INSULATION WITH
REFLECTIVE LINERS

- ★ especially developed for air conditioning economy...greater summer and winter comfort
- ★ exclusive spacer flanges position blanket for maximum efficiency...allow proper air spaces on each side of blanket
- ★ a completely sealed blanket insulation

SOLD UNDER A MONEY-BACK
ATTIC GUARANTEE
BY LUMBER DEALERS ONLY

SEE YOUR
RETAIL
LUMBER DEALER

How...
When...
Where →

1957 starts our BIG



WORKS MORNING...NOON...NIGHT around the clock!

Week after week—throughout the day—millions will see these great popular shows. And every Wood Conversion show will bring YOU, the lumber dealer, right

into your prospect's home to sell Balsam-Wool, Nu-Wood and a host of related building materials both for new construction and remodeling.

Plus Plus Plus Plus

HARD-SELLING LOCAL TIE-INS RIGHT WHERE YOU ARE

Not only in the home, but in your own store, your own yard, this Wood Conversion Company promotion ties you completely into the picture. Wood Conversion Company does a *complete* job in bringing the prospects to you—and helping to sell them after they get there!

NEVER BEFORE
A PROMOTION
LIKE THIS

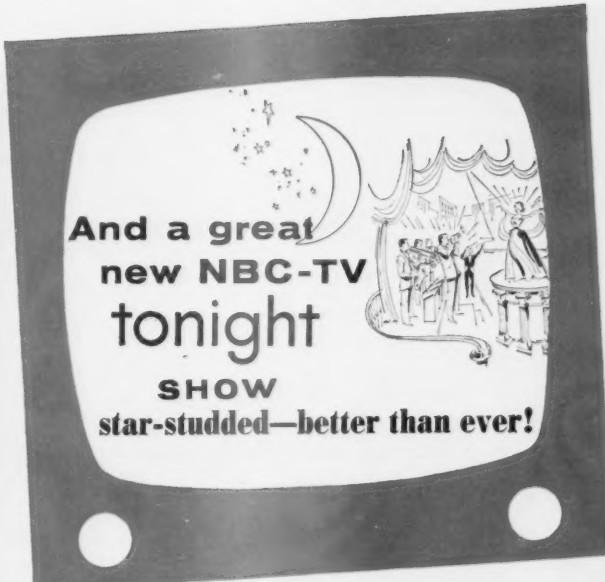
No other manufacturer of building materials has ever offered the lumber dealer this combination of top-grade television with intensive, local tie-in help. Popular TV talent...famous "name" personages...tell your story to the home owner.

**TWO GREAT PRODUCTS
SOLD ONLY BY LUMBER DEALERS**

NU-WOOD®

insulation board products

NETWORK TV promotion



TOP TV STARS...REACHING MILLIONS

Stars known and welcomed by millions...topnotch shows of established popularity—the very cream of television viewing is yours to command in this big program. And remember, it reaches from coast to coast, hits home right in your community, wherever you are. Here's truly modern sales help! Wood Conversion Co., First Natl. Bk. Bldg., St. Paul, Minn.

coast-to-coast!

A large rectangular frame containing four vertical columns of illustrations. The first column shows a stack of boxes with a banner above it. The second column shows several brochures or newspaper ads. The third column shows a television screen with a man speaking. The fourth column shows several magazine covers. Below this frame is a large, dark, three-dimensional box. On the front of the box, the word "PLUS—" is at the top, followed by the text "the new tile package that puts you years ahead of competition".

- WINDOW AND STORE DISPLAYS... BANNERS
- SPECIAL TIE-IN LITERATURE AND NEWSPAPER ADS
- LOCAL TV SPOT ANNOUNCEMENTS
- EXTENSIVE MAGAZINE ADVERTISING... PROVED PLANS FOR BUILDER-OWNER MEETINGS!

BALSAM-WOOL®

sealed blanket insulation

SUPPLY and DEMAND

Cheatham Sees Bright Future for Homebuilding

In 1956, housing starts have probably reached their low, Owen R. Cheatham, president of the Georgia-Pacific Corp., predicted at the American Bankers Assn.'s 9th national credit conference recently in Chicago. He said that recent studies indicate that "production of timber products must double by 1976 to keep pace with mounting consumer demand."

The "great rebirth" of timber as our most "versatile" natural resource, Cheatham asserted, "has occurred largely since 1930. Few people are aware of the magnitude of the change. Today when we think of things made from trees, we must think of plywood, paper and paper products, hardboard, roofing felt, insulation board, synthetic textiles, and a host of other products besides lumber."

Cheatham said that "the greatest expansion in home construction will probably begin during the next two or three years. Home construction is on the threshold of its greatest expansion in history over the next 25 years.

"Greater income for millions of families make wider home ownership possible. Because of the great increase in the birthrate which started in 1940 we can soon expect an increase of about 65 per cent in the number of family formations.

"Demand for new houses should begin a sharp upward rise to two million new houses a year within 10 years. Large families, the trend toward suburban living, and obsolescence are definite factors. The vast new highway program, to relieve congestion in areas of greatest need, will cut wide swaths through existing communities, and will mean demolition of several hundred thousand houses. These must be replaced by new housing."

Tree Farm Program Adds 3,709,310 Acres in 1956

The 16-year-old industry-operated American Tree Farm System of growing timber as a crop on tax-paying forest lands gained 3,709,310 acres in 1956. The total of 41,548,217 acres in 44 states represented a 10% annual increase in enrolled acreage, according to C. A. Gillett, managing director of American Forest Products Industries, Inc., Washington, D. C.

Florida took over national leadership with 4,290,800 acres and became the first state to pass the 4

million-acre mark. Other leaders are Georgia, 3,824,674 acres; Oregon, 3,667,778; Alabama, 3,614,041; Texas, 3,431,304; Arkansas, 3,405,081; and Washington, 3,374,033.

Mississippi continued to lead in number of Tree Farms certified, reaching the 1,000 mark in November. She was followed by Texas with 914 Tree Farms; Alabama, 727; and Arkansas, 601.

New states in which Tree Farm programs were launched during 1956 were Connecticut, Vermont, New York, and Indiana.

Building Records Set in '56 as Boom Slows

Although 1956 set a new all-time record for construction contracts, some softening became apparent toward the end of the year particularly in the private building categories, according to the annual review of F. W. Dodge Corporation figures.

In reviewing contract awards for future construction in the 37 Eastern states, George Cline Smith, Dodge economist, singled out as the "most surprising" trend a sharp dip in contracts for new factory buildings in the past few months. December awards in this category, he reported, reached the "very low" levels of December, 1954.

According to Smith, the significant 1956 developments revealed by a study of Dodge figures were these:

1. New housing activity underwent a much publicized decline, with a fairly sharp drop in the number of units built, a more moderate decline in the floor area provided, and a smaller drop in dollar volume.

2. There was more emphasis on public construction in 1956 than in 1955. Public construction held up during the year better than private.

4. Community buildings (schools, churches, hospitals, public buildings and the like) continued their steady postwar growth. They reached a combined total of more than \$4 billion for the first time.

All future construction contracts in the 37 states east of the Rockies were totaled by Dodge at \$24,412,630,000 — up 3% from 1955. Non-residential awards were up 6%, heavy engineering awards were up 10%, but residential awards were down 4%. Residential contracts still were the second highest total ever reached in one year.

The preliminary estimate of non-farm housing starts throughout the nation in 1956, as reported by the U. S. Bureau of Labor Statistics, is 1,120,200 units. This was reached

by the estimated starting of 64,000 dwelling units in December. This compared with 76,200 in December '55, 90,600 in 1954, and 93,600 in 1950.

Housing starts exceeded 1,000,000 for the eighth successive year in 1956.

Southern Pine Paces Construction Species

For the week ending January 19, Southern pine set the pace for other species on the National Lumber Trade Barometer. In comparison with the same week of '56, Southern pine producers reported 1957 output at 102% of the year before, shipments at 99%, and orders at 90%.

All mills reported 89% of the '56 production, 91% of shipments, and 79% of orders.

Crow's lumber price index for the two weeks ended January 24 showed green fir down an average of 72c, dry fir down 40c, and WPA (pine region) species up 16c, for an industry average decline of 26c.

The NRLDA survey showed retail lumber stocks down an average of 5.8% across the nation on November 30 compared with a year before. Lumber sales were up 1.6% for the same period.

Outlines FHA Ideas for 'Elderly Housing'

FHA requirements for housing advertised as "housing for the elderly" were outlined for 325 builders by E. Everett Ashley III, director of the Housing and Home Finance Agency's statistical reports and development branch, in a panel discussion at the 12th annual short course in residential construction conducted by the University of Illinois Small Homes Council.

"A house which is convenient in arrangement and which can be maintained with a minimum of housekeeping is especially desirable," Ashley said. He pointed out that there should be at least one bedroom and one bathroom on the first floor; that steps should be eliminated as far as possible, both inside and outside; that changes in floor levels should be avoided; and that floors should not be slippery. If steps and inclines are necessary, they should have handrails.

Other requirements are that all heaters using solid, liquid, or gaseous fuel should be vented; that care should be taken in the location of doors and their swing.



CEDAR FALLS, IOWA, E. H. Olinger
Olinger Building Co.

"Our quality story—highlighted by the Sheathing Guarantee—is made all the more convincing when prospects learn that, in addition to Celotex Sheathing, we also use your roofing, gypsum products, tile board, etc."



LAWTON, OKLA., Joe H. Choate
Choate & Choate, Contractors

"Last year at this time, we had sold fifty-one (51) homes. To date this year, we've sold a total of fifty-eight (58) homes! We're sure your Sheathing Guarantee, which we publicized with the folders you furnished, played an important part in this sales increase!"



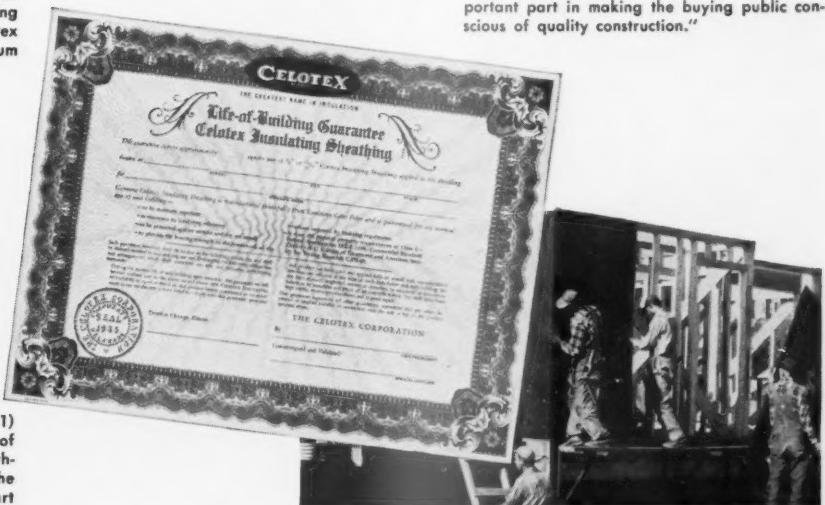
TUCKER, GA., D. D. Hopkins, Jr.
Hopkins Brothers Construction

"With your Sheathing Guarantee as the initial attention-getter—we're laying greater stress than ever before on the quality of our building materials and methods . . . and it's paying off!"



SAN FRANCISCO, CALIF., Claude T. Lindsay
Claude T. Lindsay, Inc.

"Your Celotex Insulating Sheathing Life-of-Building Guarantee, with the Literature and Guarantee Certificate, has played a very important part in making the buying public conscious of quality construction."



The Builders You Sell Agree: **"Life-of-Building Guarantee on CELOTEX Insulating Sheathing**

Helps New Home Sales Come Faster, Easier, Oftener!"

With the Celotex "Life-of-Building Guarantee," you give your builders a powerful sales inducement to show their prospects. It adds buy-appeal to new homes by emphasizing and guaranteeing the advantages of using Celotex Insulating Sheathing. And it actually reflects the high quality standard of *all other materials* going into the homes . . . products you carry and recommend . . . as well as of the *over-all construction* of the homes.

Contact Your Celotex Representative

You, too, can profit by letting the Life-of-Building Guarantee help you do a selling job. Ask your Celotex Representative to show you a copy of the Guarantee. He'll also show you a colorful folder covering both the Guarantee and the Sheathing. Copies are available to you for distribution. Take advantage of the sales-stimulating power of the Life-of-Building Guarantee *now!*



Feature the Brand Builders and Architects Prefer . . .

CELOTEX INSULATING SHEATHING

REG. U. S. PAT. OFF.

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"This new roof concept was the leading factor in
THIS QUICK HOME SALE"

Says **JOHN BLEMLER**, General Contractor, builder of this \$27,000 home.



**"Gold Bond 'Economy 250' has ready
adaptability to almost any roofing need"**

"Gold Bond 'Economy 250' Corrugated Asbestone," says Mr. Blemler, "was the *leading factor* in the *quick sale* of this house. Because of this striking new concept in roof design, I plan to use this roof system on my own home, too."

Using a staggered joint construction with 24" x 42" panels of Gold Bond "Economy 250", this permanent roof will stay fresh looking under all weather conditions. "Economy 250" panels, pre-cut at the factory, go up quickly and easily at no greater labor costs than is required for the installation of a conventional roof. Corrugated Asbestone panels may be painted for decoration with Gold Bond's new Exterior Velvet if roof colors

are desired but protective painting is not necessary.

Mr. Blemler also states: "I strongly recommend the use of Gold Bond 'Economy 250' because of its ready adaptability to almost any building need, its ease of handling and its strong appeal to the new home buyers. I have discussed the uses of Gold Bond Corrugated Asbestone with other contractors and dealers and their enthusiasm is as great as mine."

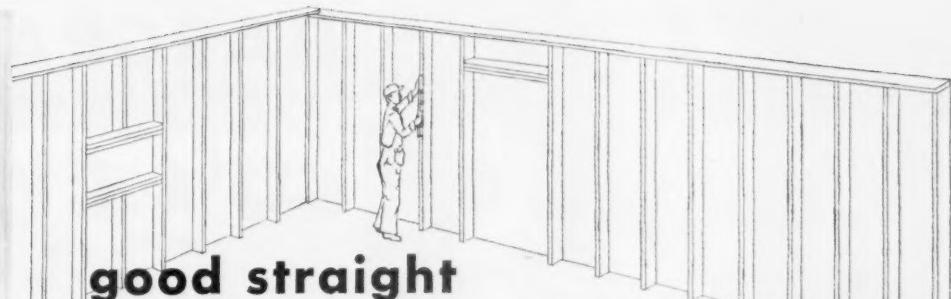
See how the economy, durability and unusual versatility of "Economy 250" can produce savings in your building operations and profits in your home sales. Write for full details, Dept. SB-27, National Gypsum Company, Buffalo 2, New York.



CORRUGATED "ECONOMY 250"

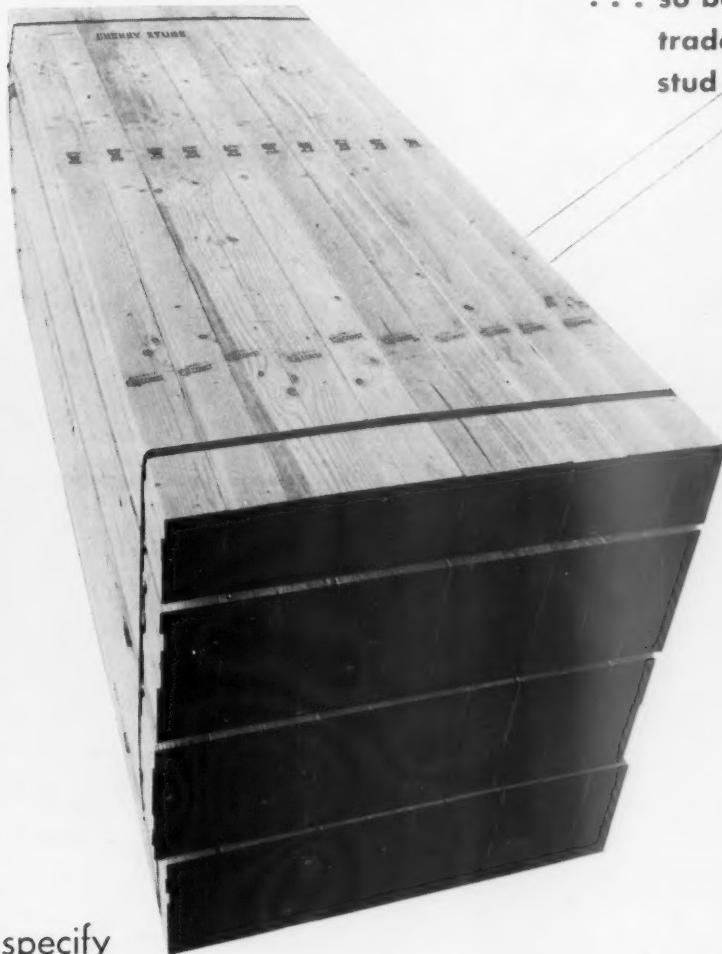
NATIONAL GYPSUM COMPANY





**good straight
walls start with CHENEY STUDS**

... so be sure this registered
trademark * is on every
stud you buy.



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- ANTI-STAIN TREATED
- PRECISION TRIMMED
- EASED EDGES
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- PREMIUM QUALITY
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FOR FASTER UNLOADING

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of liberty ...*

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of QUALITY
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when the Statue of Liberty was rising above New York Harbor to welcome future citizens with its message of hope, Union Lumber Company's first mill was being constructed on the Noyo River at Fort Bragg, California.

Today with newly modernized plant and equipment, unsurpassed in the industry, backed by nearly three-quarters of a century's experience, Union Lumber Company is making NOYO the hallmark of quality in redwood. When your specifications call for the finest—

- Certified dry
- Vertical grain
- Precision Milled

send your order to NOYO and be sure. Mixed cars, and careful service that keeps true—"once a Noyo Dealer—always."

UNION LUMBER COMPANY

TREE FARMERS AND
MANUFACTURERS

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CALIFORNIA

San Francisco
Los Angeles
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SALES REPRESENTATIVES
THROUGHOUT THE NATION

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THE MOST COMPLETE LINE

Individually Power-Tested

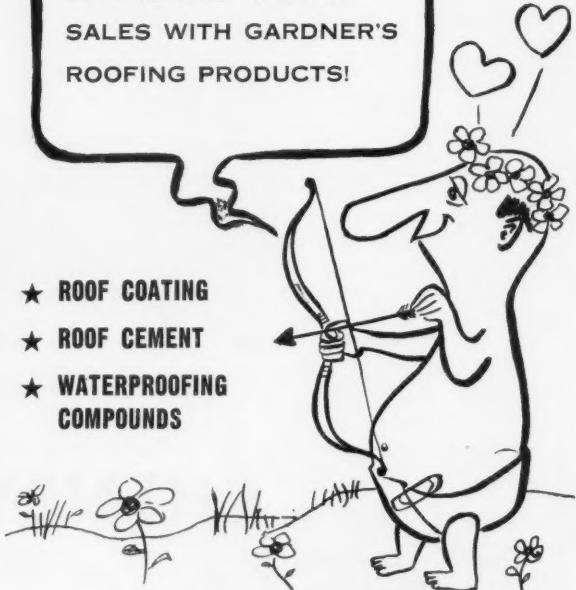


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Showing a Clamp for every purpose, openings from $\frac{3}{4}$ " to 12", and depths from $1\frac{1}{16}$ " to 16", also Chisels, Punches, Masonry Drills, Gasket Cutters, Brace Wrenches, File Cleaners, etc.

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THE CINCINNATI TOOL COMPANY
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SPRING AND BIGGER
SALES WITH GARDNER'S
ROOFING PRODUCTS!



- ★ ROOF COATING
- ★ ROOF CEMENT
- ★ WATERPROOFING
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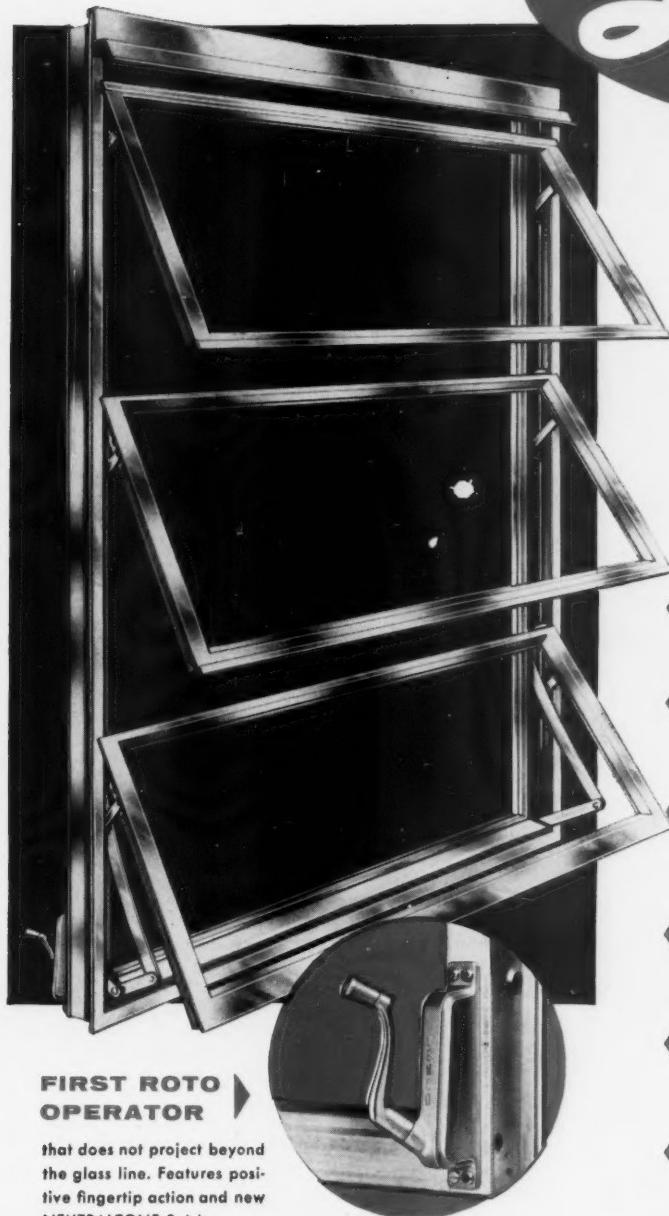
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AMERICA'S FIRST awning window glazed from the inside by easy compression of pre-cut and fitted vinyl glazing bead.*

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REVOLUTIONARY method of integral extruded 45° angle glazing beads that completely eliminate torsion twist and ventilator deflection.

EXCLUSIVE double vinyl "Rabbit Ear" weather stripping that provides a three point contact for positive weather seal.*

VENTILATORS RECESSED within the frame so they are not exposed to the weather at the jambs, head or sill.

NYLON ENCASED slide bar, nylon bushings and bearings eliminate all metal contact of moving parts.

*Patents Pending

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THE MOST COMPLETE LINE OF ALUMINUM AND STEEL WINDOW PRODUCTS

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- B. Big Mill Manufacture Exclusively.
- C. Casing . . . Cut-to-length in Sets, and Random for Doors and Windows.
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- E. End-Matched Pine Flooring. Edge-Glued Stair Treads and Panels.
- F. Finish; Floor Joists; Floor Moulding.
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- J. Jambs for Doors; Jamb Parts for Windows.
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- M. Mouldings—all sizes and shapes, including architect specified.
- N. Nosed Landing Treads; Newels; Newel Cap.
- O. Oak Flooring.
- P. Pine Paneling.
- Q. Quality in all Products to uphold the Bradley Standards.
- R. Red Oak Plank Flooring; Red Oak Floor Blocks.
- S. Straight-Line Oak Flooring; Sheathing; Siding.
- T. Treads; Thresholds.
- U. Unfinished Oak and Plank Flooring; Unfinished Furniture Parts.
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BRADLEY LUMBER COMPANY *of Arkansas*

WARREN, ARKANSAS



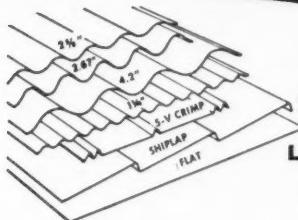
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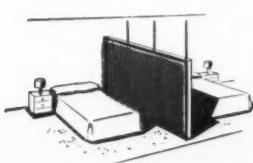
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UNIFORM STRENGTH in every panel
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Will not rust, crack, rot, sag or warp



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standard shapes
provide a
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for every need



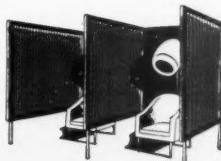
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**IT'S THE RESIN
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Lascolite is a glass fiber reinforced Polyester resin material. The Polyester used is premium quality, weather resistant, color stabilized product, especially formulated for Lascolite translucent building panels.

**LASCOLITE QUALITY
ASSURES CUSTOMER SATISFACTION**

Lascolite is made from our own Glass Mat and fabricated from highest quality raw materials under extremely close tolerances.

Lascolite can be used in the same manner as plywood or corrugated metal. Its uses in the home, farm, commerce and industry are unlimited.

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TOP NEWS

For Dealers, Wholesalers and Manufacturers



Campbell

Richardson

Campbell, Richardson Join Wood in Alabama

Two new top management officials were elected to head up two of Alabama's largest building-supply distributors at a recent joint meeting of the Wood Lumber Co. and Wood's Do-It-Yourself Centers in Birmingham.

W. Bruce Campbell, former general manager of retail hardware operations of Patterson Bros. in New York City, was elected executive vice-president and general manager of Wood's Do-It-Yourself Centers, Inc.

These include the retail business by that name at 1230 Eighth Avenue North, the adjoining Wood's garden shop, and the complete building supply store at 640 Avenue G in suburban Ensley.

Attorney Frank Dominick was elected to the board of directors of Wood's retail corporation. Re-elected were Allen K. Wood, president and chairman of the board; Rodney R. Rector, vice-president; Rudolph M. Reid, secretary-treasurer. Appointed were Wood Cooper, manager of Ensley operations; Robert Aldridge, garden shop manager, and Grady Partridge, main store manager.

Thomas B. Richardson Sr., veteran lumber wholesaler and proprietor of the T. B. Richardson Lumber Co. in Tampa, Fla., and Birmingham since 1949, was elected new vice-president and general manager of the Wood Lumber Co. Richardson, Dominick, and Campbell were all elected to the board of directors of the Wood Lumber Co., which now is exclusively Wood's wholesale division.

Allen K. Wood was re-elected president and chairman of the board; Rudolph Reid, secretary-treasurer, and Mrs. Mary H. Wood, a director of the wholesale company.

\$18-Billion Market for Home Improvements

American home-owners will spend \$18 billions on home improvements in 1957, John R. Doscher predicted at the Northeastern Retail Lumbermen's Assn. convention in New York City on January 29. He is executive director for the nationwide *Operation Home Improvement* campaign.

In the face of fewer housing starts and the tight mortgage money situation, Doscher said this was the one bright spot in the whole residential building industry. Half of the \$18 billion figure will be contractor-builder business, he forecast. The other half will represent purchases for work to be done by home-owners and farmers themselves.

Doscher revealed extensive plans for continuing the *Operation Home Improvement* campaign in 1957. The campaign was created by private industry last year at the behest of President Eisenhower who asked for a "concerted effort to improve our old but still sound houses."

Through the campaign, the building and lending industries are cooperating to interest more people in improving their homes, and helping to make it easier to get materials, services, labor, and financing.

Last year the market for repair and remodel work amounted to \$15 billions — a gain of 25% over 1955, Doscher reported. He said that banks alone loaned 16% more money in 1956 for home improvement projects.

Culp Promoted in New Du Pont Sales Set-Up

Charles P. Culp, formerly Atlanta regional sales manager of the Finishes Division of the Du Pont Co. has been appointed Eastern trade sales manager. Culp's new headquarters are in Wilmington, Del., as a result of a reorganization of the Finishes Division's sales sections.

Line and staff functions have been consolidated in Wilmington in order to strengthen the sales organization and provide improved service to customers. With the position of regional sales manager discontinued, regional industry managers for trade, industrial, and refinish sales now report directly to their management

groups in Wilmington.

In the Atlanta region, John T. Geoghegan continues as industrial sales manager, John W. Owens as automotive refinish sales manager, and Ben M. Osburn as trade sales manager.

Johns-Manville to Add \$35,000,000 in Plants

Johns-Manville will spend \$35,000,000 on plant expansion in 1957. According to President A. R. Fisher, this will establish an all-time investment record for the company in any one year.

He told 190 company executives and sales representatives at a three-day conference in New York City that this would bring the total spent by Johns-Manville on plant expansion and modernization since 1945 to more than \$215,000,000.

Fisher said that \$135,000,000 of this amount was obtained from funds originating from company operations.

Johns-Manville, he said, was not thinking just of next year but was planning for the next decade, and that the company intended to grow just a little faster than the expanding national economy.

WCLA Offers Dealers Farm Merchandising Kit

Cooperating with the Agricultural Engineering Department of Michigan State University, the West Coast Lumbermen's Assn. has developed a complete kit of material to help lumber dealers sell "buildings instead of boards." WCLA's aim is to help dealers take advantage of the rapidly increasing demand for "one-price buildings" in the farm building market.

The kit contains free newspaper mats, direct-mail advertising helps, and radio advertising spots for the dealer to use in promoting farm buildings. The kit includes step-by-step instructions and illustrations for cost - estimating, pre - cutting, and erecting a complete utility farm building of lumber.

Separate sets of instructions are supplied for each of our four building sizes, 24, 30, 36, and 40 foot clear-span widths. The buildings may be built to any length — in multiples of four feet.

FIRST AGAIN



New
TEAR TAPE
FOR EASY
OPENING!

ZIP... AND THE
TOP COMES OFF!



First to introduce the handy Nail Caddy, Atlantic Steel Company is first again with another great advance in nail packaging.

The Nail Caddy now comes with a built-in tear tape that makes it easy to open.

Nothing else has been changed. It's the same sturdy, reinforced fiberboard container, easier to handle, store, display, and use.

Order DIXISTEEL Nails in the new Nail Caddy with the convenient tear tape.



ATLANTIC STEEL COMPANY

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SNOW LUMBER STARTS SECOND 75 YEARS IN NEW HIGH POINT PLANT



THE SNOW Lumber Co. celebrated its 76th anniversary with the opening of its new \$250,000 millwork plant and retail building supply yard on East Springdale Avenue in High Point, N. C.

Offices of the firm, which is noted for its quality millwork in residences and institutions from Atlanta to Baltimore, are located in the flat-roofed front wing of the main building seen above.

The fire-resistant brick building contains 40,800 square feet of space for the millwork plant. The retail lumber and building supply department are in the smaller structure in background.

The Snow Lumber Co. is producing the architectural millwork for six Baltimore schools, the Capehart housing project at Fort Bragg, and the new Duke Hospital in Durham. The firm employs about 100 people. It produced three-fourths of the woodwork for the new Wake Forest College at Winston-Salem.

The lower photo shows a section of the Snow Lumber Co. display room. Paneled with a variety of lumber and plywood species, it also shows builders hardware, interior and exterior doors, kitchen cabinets, and brick.

P. Hunter Dalton Sr., secretary-



treasurer, reported that the owners invested in the new plant and location because "after 75 years' use of our old plant, we realized we would have to arrange to operate more efficiently if we were to compete profitably in the present market.

"Since we were primarily regional millwork suppliers, it was absolutely necessary that we put ourselves in position to compete with

the better plants throughout the South Atlantic states. We are proud of our new set-up and believe that, with the experience we are now getting, we will be able to continue on a profitable basis as soon as some bad features are ironed out."

Other Snow Lumber Co. officials are H. M. Armentrout, president, and P. Hunter Dalton Jr., vice-president.

Alcoa Pushes House Uses of Aluminum

The Aluminum Co. of America is placing its resources behind the development of new and better aluminum residential building products. Alcoa's stated aim is to make houses better with much lower maintenance.

Alcoa's comprehensive and continuing program calls for:

1. Establishment of a Residential Building Products Sales Division, to promote the sale of both existing building products and those in the course of development.

2. Sponsoring and promoting, through the furnishing of plans and specifications, approximately 50 model homes during 1957. To be known as "Alcoa Care-Free Houses," these

will utilize present-day aluminum building products at strategic locations throughout the United States.

3. Formation of a Residential Building Products Advisory Committee from leading architects and designers, to solve specific home design problems and to develop new methods and products.

4. Creation of a Home Design Conference to meet for the first time this April. Pietro Belluschi, dean of architecture at Massachusetts Institute of Technology, will serve as chairman.

5. Intensive effort to assist aluminum fabricators by informing architects, builders, craftsmen, and the public of the availability and advantages of aluminum building products.

Working drawings for these houses are now being prepared for strategi-

cally located builders who will construct the 50 model homes throughout the country. Selection of builders will be made on a basis of individual ability and responsibility.

Drying More Pine

The Kiln-drying capacity of Western Pine Assn. lumber mills has been increased 57 per cent since 1949 to a present high of nearly 17,500,000 board feet daily, a recent region-wide WPA survey reveals.

Edwin Knight, lumber seasoning specialist at the Western Pine research laboratory in Portland, said the survey is third in a series started 13 years ago. It showed virtual doubling of kiln capacity since 1943 in the 12-state Western Pine region.

A BETTER LINE BRINGS IN BIGGER RESULTS



MORAL:

**STOCK ALL
ALENCO
PRODUCTS
NOW**

Quality of construction in every detail . . . quick and easy installation . . . beauty that lasts a housetime . . . and customer-pleasing ease of operation make Alenco the best line you can stock for faster turnover — bigger profits. Immediate delivery in our own vans enables you to enjoy a larger volume business from a smaller inventory.

For bigger and better sales in the year ahead, it will pay you to stock Alenco's complete line of products now. Write today for the complete Alenco story.

SOLD ONLY THROUGH DISTRIBUTORS

ALENCO.
Aluminum windows

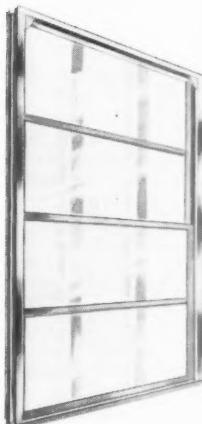
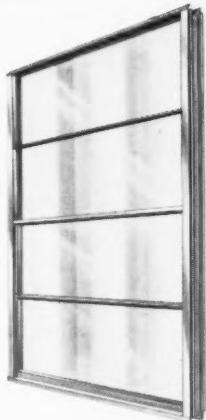
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2501 WROXTON RD. • HOUSTON 5, TEXAS



ALENCO SINGLE HUNG ALUMINUM WINDOWS

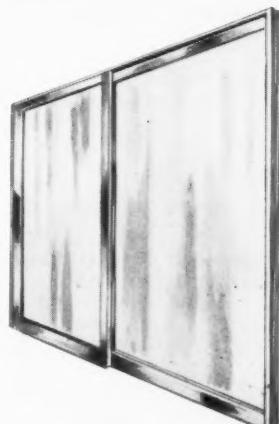
ALENCO DOUBLE HUNG ALUMINUM WINDOWS

*Designed for beauty —
Engineered for permanence*



ALENCO JR.

America's most economical quality single hung aluminum window—priced in the same range as wooden windows.



BRITT SLIDING GLASS DOOR

*As new as tomorrow —
designed and engineered
with the "Forward Look."*

MOVING UP in the industry

General Portland Cement Co. . . . C. E. (KURT) HEDRICK has been appointed assistant sales director of the Florida Portland Cement Division of this national producer by Vice-President and Sales Director Devereux Bacon Jr. The division's headquarters are at 305 Morgan Street in Tampa.

Oconee Clay Products Co. . . . At the recent annual meeting of this manufacturer of sewer pipe and other clay products, FRANK EDGAR BONE was elected chairman of the board of directors. He was succeeded as president of Oconee Clay Products by THOMAS MCCOMB HINES.

Housing and Home Finance Agency. . . . William H. Harrison has been succeeded as Atlanta regional director of this Federal housing agency by WALTER E. KEYES of Tallahassee, Fla. Harrison resigned as regional director last September, to help campaign for Republican congressmen.

Western Pine Assn. . . . Selected to serve in the new position of safety director for this organization of lumber manufacturers is JAMES R. GRADY. He will provide industry leadership in safety matters at management levels. Grady is chairman of the committee on logging and sawmilling of the American Standards Assn., on which he represents the American Society of Safety Engineers.

L.O.F. Glass Fibers Co. . . . New manager of building product sales for this Toledo, Ohio, manufacturer is S. AUSTIN MARQUIS. He has been with Glass Fibers since 1950, as production expediter, manager in Washington, D. C., Boston, and Detroit, and last as manager of the automotive sales division. Marquis is a graduate of the University of Missouri.

Childers Manufacturing Co. . . . ROBERT C. DROLET has been appointed plant manager of this Houston, Tex., producer of steel carports, aluminum awnings and patio covers, and aluminum roofing, siding, and pipe jacketing. A graduate of Notre Dame University, Drolet for the last three years had been appliance production superintendent of the Rheem Manufacturing Co. in Houston.

Associated General Contractors of America, Inc. . . . JAMES D. MARSHALL has succeeded Frank J. Rooney as managing director of this construction group. Executive director of AGC since 1953, Marshall had assumed full responsibility for the association's management last April

when Foreman assumed an advisory role. Foreman had served as managing director since 1940.

Acme Steel Co. . . . GUY T. AVERY has succeeded FRED M. GILLIES as president and chief administration officer of this manufacturer of strapping and other steel products. Gillies was elected chairman of the board and chief executive officer. Avery has been with Acme Steel for 36 years — as executive vice-president since 1953.

Protection Products Manufacturing Co. . . . HARRY V. FOX has been elected chairman of the board of directors. Since 1933, Fox has served as president. Succeeding him in that office is STANLEY O. HALL, vice-president and general manager since 1951. New vice-presidents are HENRY C. KENNEDY and GARDNER G. GARLICK.

American Hardware Corp. . . . RICHARD G. EDWARDS fills the newly created post of director of merchandising for this New Britain, Conn., firm. Formerly with the B & F Corbin Division of this firm, Edwards since 1947 had been with the Stanley Works successively as sales promotion manager, Magic Door Division manager, and merchandising director.

Perma Products Co. . . . New president of this Cleveland, Ohio, manufacturer of stained red cedar shingles and siding panels is FRANK S. BARKER. After serving as production vice-president of Perma Products for 11 years, Barker was made executive vice-president three years ago. E. T. Allen is now executive vice-president.

Munnerlyn, Goodyear Reappointed to VHMC

Reappointed to serve two more years on the Voluntary Home Mortgage Credit Program are Henry J. Munnerlyn of Bennettsville, S. C., and George S. Goodyear of Charlotte, N. C. Munnerlyn represents building material dealers on the committee. Goodyear, who is the new president of the National Assn. of Home Builders, represents the builders.

New committee members are EHNEY A. CAMP JR., official of Liber-ty National Life Insurance Co., Bir-thingham, Ala.; ASA T. SPAULDING, official of North Carolina Mutual Life Insurance Co., Durham; PAUL M. MINTER, Cleveland, Ohio, banker; FLOYD KRAMER, New York City sav-ings-loan official, and RICHARD B. HASKELL, Hartford, Conn., savings bank president.

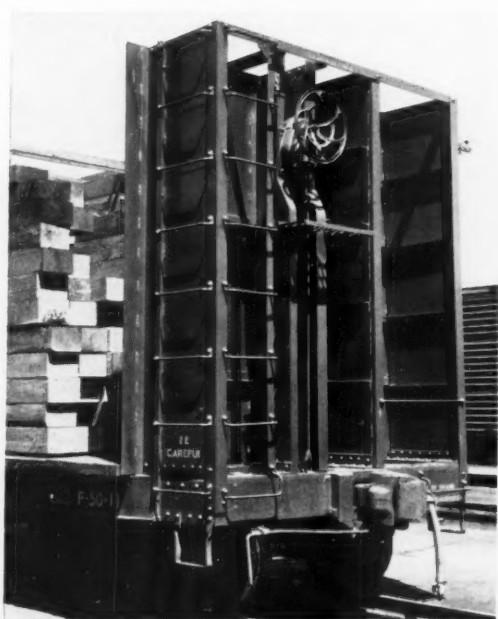
Philly Gets Exposition

The fourth annual Building Products Exposition sponsored by the National Retail Lumber Dealers Assn. will be held November 4-7, 1957, in the Trade and Convention Center in Philadelphia, Pa., accord-ing to PAUL R. ELY, N.R.L.D.A. presi-dent. The new Sheraton Hotel and the Hotel Warwick will be joint ex-position headquarters.

The 1957 Exposition again will feature manufacturers' product exhibits, action clinics and demon-strations, and timely breakfast and luncheon clinics for dealers.

FREIGHT CAR DESIGNED FOR LUMBER

New bulkheaded rail cars like this one and new wide-door boxcars were demonstrated as more efficient and economical conveyors of lumber and other building materials at the N.R.L.D.A. Build-ing Products Exposition in Chicago last month. This new No. 5500 rail car is now in production by the Union Pacific Railroad. Ideal for lumber shipments, it features permanent-ly-anchored bulk-heads that are 10 feet long over the deck. Union Pacific soon will take delivery also on 25 new boxcars with "plug-type" door construction. They give over 15-foot opening.





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NEW HOME CONSTRUCTION**

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IN CEDAR
SHAKES

AND FIRST IN
National Advertising
TO HELP YOU SELL NEW HOME CONSTRUCTION

Impact on your market unprecedented in the selling of sidewall materials is yours with Shakertown Sidewall Shakes and Glumac Units... powerful ads in major architect, builder and consumer publications and a complete merchandising program to convert inquiries to sales for you! Send for the details about this dynamic sales program today.



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• TO ARCHITECTS

• TO CONSUMERS

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THE PERMA PRODUCTS COMPANY

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1910 Petersburg Pike
Phone: 82-6748



SOUTHERN

Serving the

all building materials

CALL YOUR NEAREST

SSIRCO Warehouse*

PLYWOOD

REYNOLDS ALUMINUM BLDG. PRODUCTS

SCREENS, ALUMINUM

STAIRWAYS

STEEL ROOFING & ACCESSORIES

WALL TILE

With nine warehouses and seventy sales representatives centrally located to serve any geographical area of the Southeast, Southern States Iron Roofing Company is your immediate answer for service and supply. Quality, nationally-known stocks of a variety of building materials, aluminum mill and building products and industrial metals are near you in a SSIRCO warehouse. These diversified stocks and complete inventories are available to enable you to meet the requirements of every customer. SSIRCO's complete facilities offer you immediate service on any quantity of these products. You never need to be out of any building material item. Make SSIRCO your one-stop, one-source supply house—TODAY!

The Finest Products
Made with Aluminum

REYNOLDS ALUMINUM

STATES IRON ROOFING CO.

Building Material Trade Continuously since 1914

Plastic Homes to Be "Poured from the Sky"

Homes constructed of plastic materials funneled from helicopters hovering over a building site will become a reality soon, Henry H. Reichhold, president of Reichhold Chemicals, Inc., predicted in an industry forecast for 1957.

Walls and foundations of plastics will be poured through hoses from aircraft fitted with the type of equipment ordinarily used for cement mixing, Reichhold said. He added that not only the homes, but the driveways would be of plastics which, inherently, offer an unlimited range of color. The driveways would be sprayed on by slow flying aircraft. "It may seem fantastic but so did spraying of crops from the air when it was originally suggested," he declared.

The new plastic homes are just one of the developments that will expand the plastics and chemical industries 15 to 25 per cent during the next year—and triple the volume in the next five, Reichhold maintained.

Extra costs of the use of planes in construction work will be more than offset by the number of speedy trips a plane can make to a building site and the rapidity of construction they alone make possible, Reichhold explained. He added that the new development would relieve congestion in crowded areas by easing truck traffic and reduce the cost of building in remote and inaccessible areas.

National Gypsum Guns for More Commercial Jobs

Long primarily a manufacturer of homebuilding materials, the National Gypsum Co. of Buffalo, N. Y., has just entered the commercial and industrial construction fields "in a major way." Board Chairman Melvin H. Baker said the move was dictated by the current homebuilding decline, which has cut deeply into National Gypsum's sales. "We are spreading our eggs into more baskets," he commented.

Baker predicted that by 1960 commercial and industrial sales will account for more than 25 per cent of National Gypsum's total sales. Today they account for only 12 per cent of the total.

In a major reorganization of the National Gypsum sales force, the former acoustical, corrugated asbestos, and roof deck sales staffs have been eliminated and the personnel absorbed by the new Commercial Trade Sales Division. Sales Manager J. William Duncan said the salesmen will sell all three product lines

in "much smaller territories." He noted that these salesmen later will sell several new Gold Bond products "when they are released by research."

A total of seven new commercial and industrial geographical sales divisions have been set up. Managers of the new commercial sales divisions are: Eastern, Walter J. Wielgus; Southeastern, John B. Garland; Southwestern, Charles C. Jordan Jr.; and Midwestern, H. William Orth.

New industrial division sales managers include: Eastern, John E. Kelly Jr.; Western, Robert S. Hamme; and Southern, Walter S. Hamme.

Sakrete in Spotlight

Cameramen from "Industry on Parade," the prize-winning weekly television newsreel produced by the National Assn. of Manufacturers, recently focused on A. C. Avril, president of Sakrete, Inc., for a sequence showing how to use this Do-It-Yourself concrete. Now in general release, the newsreel will be shown over 263 domestic television stations, 19 foreign stations, and at Air Force bases overseas.

Sakrete was selected because of its popularity in the Do-It-Yourself field.



JOHN STEPHENS has been made manager of Eastern distributor sales of Do-It-Yourself aluminum windows and doors by the Weather-Proof Co. of Cleveland. Formerly a district manager, Stephens will headquartered in Minneapolis, Minn. The new manager of Western distributor sales for Weather-Proof, with headquarters at Palo Alto, Calif., is Edward Pachacki.

Weyerhaeuser Is LOY; Brother Heads Firm

The late J. P. Weyerhaeuser Jr. has been named "Lumberman of the Year" by *Crow's Lumber Digest*, Pacific Coast lumber trade magazine. The choice of Weyerhaeuser was based particularly on his leadership in the development of the Tree Farm program.

Crow's Lumber Digest editors explained that this has been the most important factor in changing the lumber industry from the "cut out and get out" operation to the modern treatment of timber as a crop on a sustained yield basis.

The Weyerhaeuser Timber Co. experienced its greatest period of expansion in lumber, pulp, and allied products under the presidency of J. P. Weyerhaeuser Jr. At his insistence, many developments of the firm's large research facilities were made public and turned over to the lumber industry for general use, an article in the Digest stated.

Frederick K. Weyerhaeuser has succeeded his brother, the late J. P. Weyerhaeuser Jr., as president of the Weyerhaeuser Timber Co. of Tacoma, Wash. Fred Weyerhaeuser retains his position as chairman of the board of directors of the timber firm, which he has held since 1955. He also continues as president of the Weyerhaeuser Sales Co., which he has headed since 1929.

Charles H. Ingram was advanced by the board from vice-president and general manager to executive vice-president of the Weyerhaeuser Timber Co.

John Musser of St. Paul, Minn., was elected to the executive committee of the Weyerhaeuser Timber Co.'s board of directors.

Fla. Syndicate to Build "Indian River Shores"

The largest piece of undeveloped land on the east coast of Florida soon will become a new waterfront municipality—Indian River Shores. Plans call for immediate construction that will involve more than \$200 million in expenditures.

Fred R. Tuerk, former Illinois and California investment banker, on December 31 sold some 3,500 acres near Vero Beach to Vero Investors Ltd. for more than \$4,500,000.

The site of "Indian River Shores" boasts some 3.5 miles of ocean front and over 40 miles of waterfront property on rivers and bays.

Tuerk called the transaction realization of "a seven-year vision," following his acquisition of 30 parcels of land between 1949 and 1955. He obtained a state charter for the municipality of Indian River Shores.

the NEW **NATIONAL**

**are loaded with
SALES FEATURES**

These versatile windows are designed to fit any style of architecture by stacking them, grouping them, or setting them in ribbons. All screens, hardware and weatherstrip are factory installed. Glass is bedded in putty, and all wood parts are chemically treated. They save builders time and trouble, they save you inventory—there are only six sizes to stock.

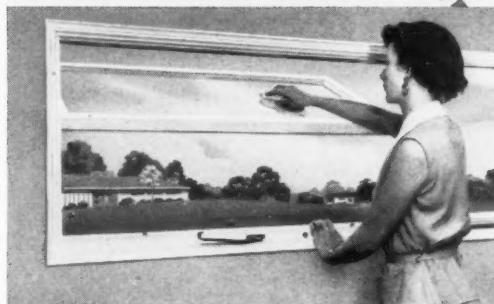


• STACK THEM

• GROUP THEM

• SET THEM IN RIBBONS

OPERATING HARDWARE



PUSH BAR HARDWARE

The newly designed, bronze push-bar hardware is double hinged so that it folds neatly out of the way in either the completely closed or half-closed position. The push bar can be disengaged in a moment to allow the sash to be opened completely for easy inside and outside cleaning. The windows are operated entirely independent of the screen.



ROTO HARDWARE

The specially designed roto hardware is the finest on the market today. The operating gear is concealed by an aluminum cover stop for full protection and to keep it dust-free. The scissors-type operating arms give positive control for any width opening. Snap-on release catch permits the sash to be disengaged for easy cleaning of the outside glass. The handle and gears are completely free from the all-aluminum screen.



In addition to the fastest selling wood windows, National Woodworks offers a complete line of woodwork that has outstanding advantages for dealers. It will pay you to investigate today. Write direct to:

NATIONAL WOODWORKS, INC.

BOX 5416 / 2201 29TH AVENUE, NORTH / BIRMINGHAM 7, ALABAMA

Manufacturers of National Quality Seal Windows and National Ready Hung Door Units

Weyerhaeuser 4-Square

Tells and Retells..

Used and proved by thousands of retail lumber dealers from coast to coast, the Weyerhaeuser 4-Square Home Building Service is a continuously expanding system of helping retail lumber dealers sell lumber and other building products. This Service is outstanding in the retail lumber dealer field. Dealers report the sale of countless thousands of feet of 4-Square Lumber and other building products, resulting from the 4-Square Home Building Service.

FOR THE DEALER:

Retail lumber dealers have in the Weyerhaeuser 4-Square Home Building Service an exclusive, professionally developed Service which helps them sell more building products. This tested program is a powerful sales-builder which attracts customers to the retail lumber yard. It gives dealers first chance to serve the buyer and control the sale.



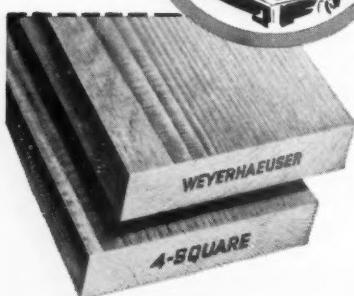
FOR DEALERS' CONTRACTOR CUSTOMERS:

Weyerhaeuser 4-Square Building Service advertising and merchandising improves the position of your contractor customers by promoting new home construction, modernization, repair work. When contractors work closely with you and use your 4-Square Home Building Service in consumer contacts, they help you —while helping themselves.



FOR THE CONSUMER:

Thousands of consumers have been directed to, helped . . . and sold by dealers offering the Weyerhaeuser 4-Square Home Building Service. Each month it is described to millions of people through national advertising which tells how Weyerhaeuser 4-Square Lumber Dealers can help readers with this modern building service.



Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA

Home Building Service

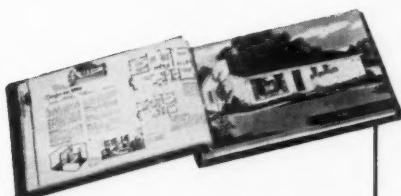
..Sells and Resells

HERE'S WHAT YOU GAIN WITH THE WEYERHAEUSER 4-SQUARE HOME BUILDING SERVICE

BOOK OF BUILDING IDEAS:

This expandable book, properly displayed, is an exciting sales stimulator . . . an authoritative reference which turns prospects into customers. Weyerhaeuser keeps it fresh, active, and enticing with new product and building ideas, new home designs.

Home Design Section: Includes beautiful color illustrations of more than 100 professionally designed homes in a wide selection of sizes and styles. Dealers are furnished floor plans, elevations, and condensed material lists for quick estimating.



Product Idea Section: Interior panelings, kitchen modernizations, exterior sidings in many patterns and applications, color illustrations of fence designs and garages. A millwork section shows all types of windows, interior and exterior doors, and fireplace mantles.

Fence Selector: Co-ordinated with "Book of Building Ideas", this colorful sales tool shows 20 modern low fence designs and 12 high fence designs for backyard or patio uses.

Blueprint Service: Precise, accurate drawings engineered for economical, lasting construction. Supported with specifications and a bill of materials acceptable to lending agencies.



MONTHLY MAILING SERVICE:

A new home design is featured each month in national consumer magazine advertising. Thus prospects are directed to their local 4-Square Home Building Service Dealer. To identify their Yards, dealers receive:

Large Poster of the month's home design featured in national ads. **Display Cut-out** of same home for counter, window, or wall use. **Mats, Ad Proofs, and Radio Spots** of featured design for local tie-ins. **Names and addresses** of prospects sending in advertising coupons.



CONSUMER MAILING SERVICE:

Weyerhaeuser national advertising invites readers to ask for more information on homes illustrated and the complete Service. Consumers answering advertisements receive:

Colorful Books showing various designs and helpful building hints. **Descriptive Folder** giving details on advertised design. **Gridded Floor Plan** and furniture cut-outs. **Names, addresses** of Home Service Dealers in prospect's community.

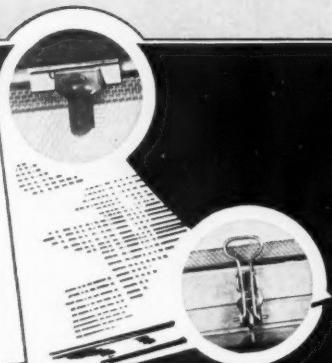
For full details on how you can benefit from this Service, write now to Weyerhaeuser and ask for "A Continuously Expanding System of Selling"—a new book which gives the whole story.

WEYERHAEUSER
4-SQUARE

Insist on LOXCREEN Products!



Loxscreen
"America's Most
Popular....
TENSION SCREEN



P. O. Box 5133
Columbia, S. C.

P. O. Box 247
Chamblee, Ga.

Made
by
company inc.

9008 Chancellor Row
Dallas 2, Tex.

Write for your new catalog now!



Lox Frame
All Aluminum
FRAME SCREENS



Lox Trim
Metal Mouldings
PLUS OTHER EXTRUSIONS
& COLD ROLLED FORMS



THE CLOSET DOORS FOR MODERN HOMES

WHY THEY ARE POPULAR

IDEAL Glide and Fold Doors are popular because they save floor space; provide wide-open access into closets; give rooms a look of distinction; operate so easily and quietly.

When fully opened, Glide and Fold Doors extend into the room only a few inches, making usable practically all of the space that would be wasted with swinging-type doors.

They glide and fold back with minimum effort and open wide, almost the entire width of the closet. Made of select Western ponderosa pine, Glide and Fold Doors are adaptable to any decorative theme because they can be painted or finished natural.

The assembly includes four pre-fit doors, hinged in pairs at the factory; an aluminum track; and all hanger hardware.



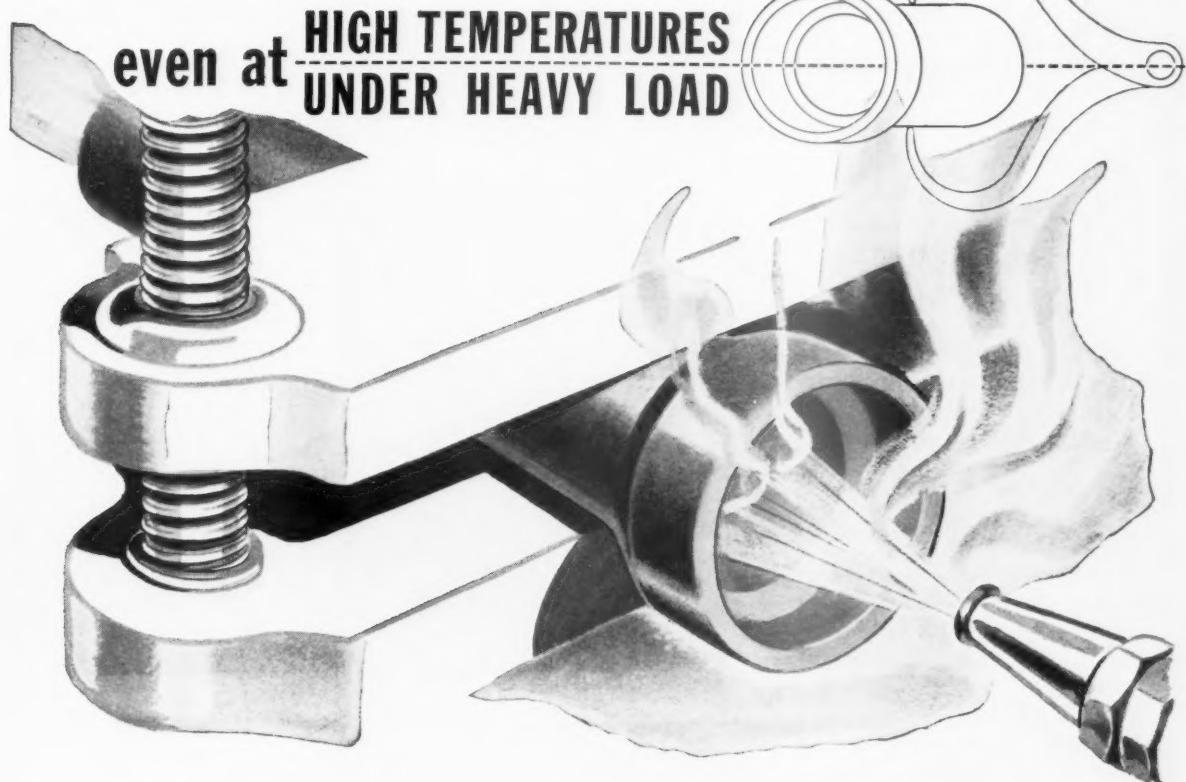
OUTSTANDING FEATURES

- Choice of three types of doors: louver and three-raised panel of Western ponderosa pine; and flush doors in gum, birch, or Lauan mahogany.
- Made in four sizes to fit regular flat-jamb inside door frames in these finished opening sizes: 3-0 x 6-8; 4-0 x 6-8; 5-0 x 6-8; and 6-0 x 6-8.
- Pivot hangers have self-lubricating nylon bushings assuring quiet and smooth operation.
- Floor receivers can be adjusted and locked to insure plumb and square installation.
- Oak Guide and Oak Stop keep doors in perfect alignment.
- Carton packed for protection. Instructions for easy installation are included.

ASK YOUR JOBBER FOR "IDEAL" GLIDE AND FOLD DOORS

CLAY PIPE can't squash out

even at **HIGH TEMPERATURES
UNDER HEAVY LOAD**



A plumber or building contractor does not need to gamble with his customer's health when he uses OCONEE vitrified clay pipe. It not only withstands the ordinary hot water, sewage and industrial waste from home and industry, but extremes of temperature and heavy loads as well.

Superheated steam has been run into this pipe to raise its temperature. At the same time, a crushing test is putting a severe load on the same pipe length. Careful calibration after the test proves that clay pipe has not changed shape by the tiniest fraction of an inch.

HAVE YOU EVER HEARD OF A VITRIFIED CLAY PIPE THAT FLATTENED OUT IN SERVICE, LOST ITS SHAPE OR REFUSED TO CARRY ANY CHEMICAL, ACID, ALKALIE OR LIQUID OF ANY SORT?

Specify OCONEE PLUMTITE clay pipe. Use OCONEE PLUMTITE clay pipe. It is the *Top* material in a building code, not a minimum piping in a minimum code which gives but minimum protection to public health. Ask us about PLUMTITE'S longer length, tighter joints and sturdier strength. Write OCONEE.

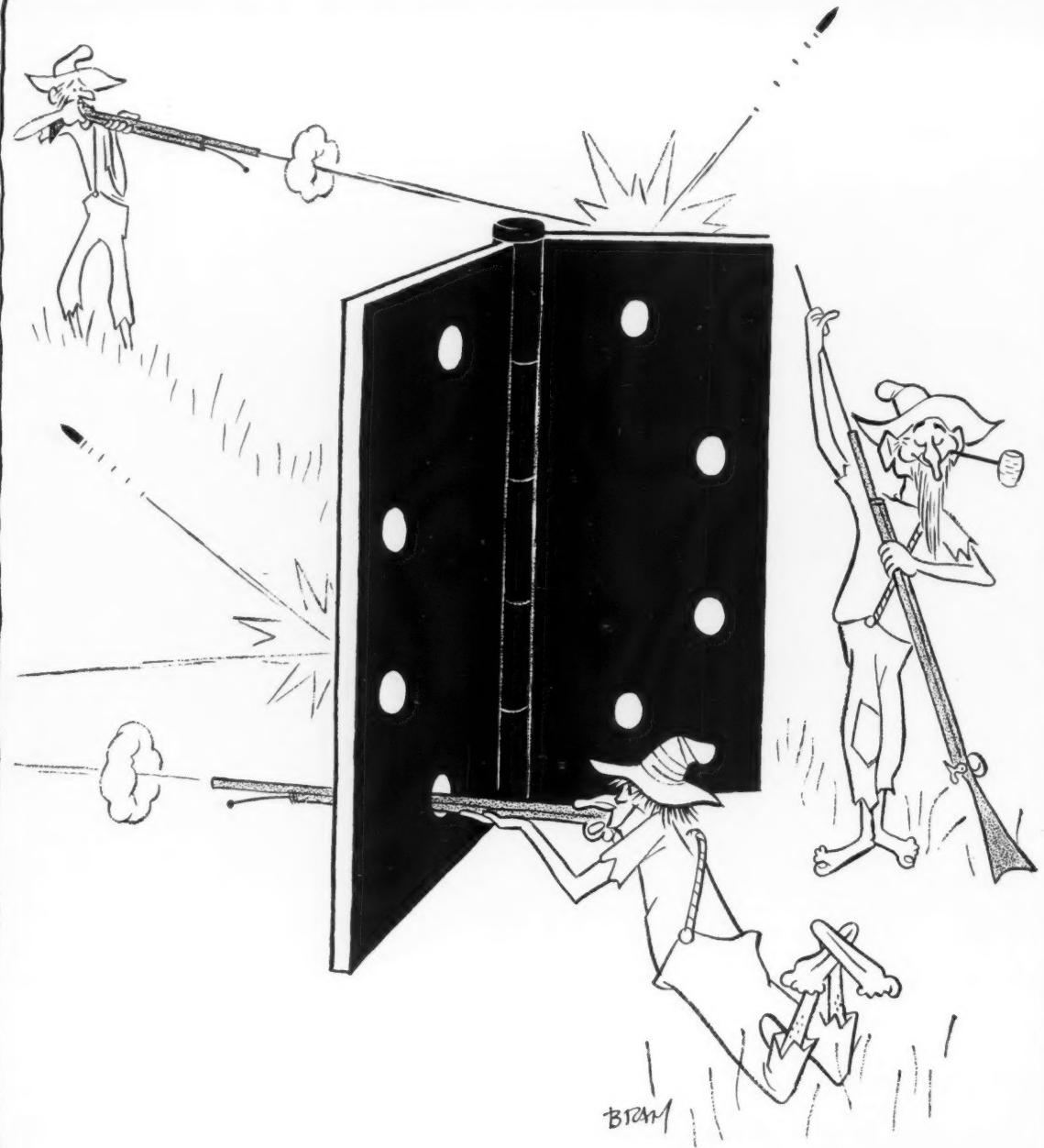
CLAY PIPE



OCONEE
CLAY PRODUCTS CO.

Milledgeville, Ga.

ESSENTIAL • ECONOMICAL • EVERLASTING



"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



BESTWALL

THE ORIGINAL GYPSUM WALLBOARD

★ first with glass fibers

★ second to none because of them!

BESTWALL
GYPSUM
WALLBOARD

FIRESTOP
BESTWALL
GYPSUM
WALLBOARD

Consider gypsum wallboards from any angle—fire resistance, structural strength, ease and economy of application, reputation and acceptance in the industry—and Bestwall gypsum wallboards rate the highest approval. Here is quality that helps architects meet minimum code requirements, that makes construction move smoothly and economically for builders, that means volume sales and steady profits for dealers.

The secret of Bestwall quality lies in the *core* of the boards. Strong, resilient, incombustible textile glass filaments of *Fiberglas** are blended there by an exclusive Bestwall process which gives the boards better nailing properties and greater resistance to cracks and breakage during shipment, handling, application and service.

Where building code requirements for extra fire resistance must be met, Firestop Bestwall Gypsum Wallboard is the answer. Its thermostabilized gypsum core—combining glass fibers with unexpanded vermiculite in a special compounding—provides up to 1-hour fire-rated drywall construction with 1-layer application.

Both Firestop Bestwall and regular Bestwall Gypsum Wallboard come in large, labor-saving panels (maximum stock size—48 sq. ft.) They can be arched or curved—are easily scored and snapped or sawed. Bestwall gypsum wallboards are also available with Insulating Foil-Back and in predecorated Grain Board panels.

Get full details from your nearest Bestwall Certain-teed Sales Office—or write direct to us.

*Trade-mark OCF Corp.

FIREPROOF GYPSUM

BESTWALL®

BUILDING PRODUCTS

Manufactured by Bestwall Gypsum Company—sold through

BESTWALL CERTAIN-TED SALES CORPORATION

120 East Lancaster Avenue, Ardmore, Pa.

EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.

SALES OFFICES:

ATLANTA, GA.

DALLAS, TEXAS

JACKSON, MISS.

WILMINGTON, DEL.

CHICAGO, ILL.

DES MOINES, IOWA

KANSAS CITY, MO.

RICHMOND, CALIF.

CHICAGO HTS., ILL.

DETROIT, MICH.

MINNEAPOLIS, MINN.

SALT LAKE CITY, UTAH

CLEVELAND, OHIO

EAST ST. LOUIS, ILL.

NIAGARA FALLS, N.Y.

TACOMA, WASH.

NOW

**YOU CAN SELL
COMPLETE
FARM BUILDINGS
OF LUMBER**

***easily and
profitably!***



Many farmers today demand buildings, not boards. And with this versatile easily-constructed building you can supply that demand. Developed by the agricultural engineering department of Michigan State university, it can be adapted to a variety of uses ranging from crop or machinery storage to livestock shelter. Easy-to-follow plans simplify construction to such an extent that your yard men can pre-fabricate trusses for you to carry in stock. Best of all, a simple estimating sheet enables you to plan and price the entire structure.

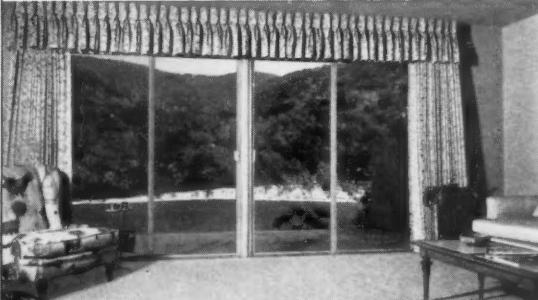
To help you sell these useful buildings, West Coast Lumbermen's Association has a program of national advertising appearing in leading farm magazines. In addition, special handbill material, free newspaper mats and free radio spots to use on your local stations have been prepared. These sales aids are yours for the asking, and will help you take advantage of a program that's as versatile as the building it was designed to sell. A complete kit containing a sample set of plans, as well as an outline of the promotion material, is being sent to all lumber dealers.

For more information, write to:

WEST COAST LUMBERMEN'S ASSOCIATION
1410 S. W. MORRISON ST., PORTLAND 5, OREGON

DOUGLAS FIR • WEST COAST HEMLOCK • WESTERN RED CEDAR • SITKA SPRUCE

Did you say
Water-tight?



Yes...we said water-tight!

Plus all these added extra features...

- ★ LOWER SELLING PRICE
- ★ UNHANDED SLIDING UNITS
- ★ ALUMILITE FINISH
- ★ UNSURPASSED BEAUTY

The new Capri CADET all aluminum sliding glass door was engineered and designed with the sliding door gliding to the outside of the stationary door. This innovation, plus Schlegel wool pile weatherstripping, provides water tightness at interlocking stiles and threshold, where most leakage problems occur. It prevents damaging leakage from driving rain... saves floors... saves carpets. The outside sliding door design eliminates interference with draperies, furnishings and deep pile carpeting. Sell with pride the all new Capri CADET with the outside slide.

For a complete line... sell the Custom Deluxe Capri Continental Series sliding glass doors especially designed for one inch insulating glass or one-quarter inch plate glass. There's none finer!

Write for complete details on the profit making Capri line.

Capri
CADET
ALL ALUMINUM SLIDING GLASS DOORS

T. V. WALKER & SON, INC. 217 N. Lake St.—Burbank, Calif.

Dept. C-27

Please send information.

Budget Priced Capri Cadet

Custom Deluxe Capri Continental

NAME _____

COMPANY _____

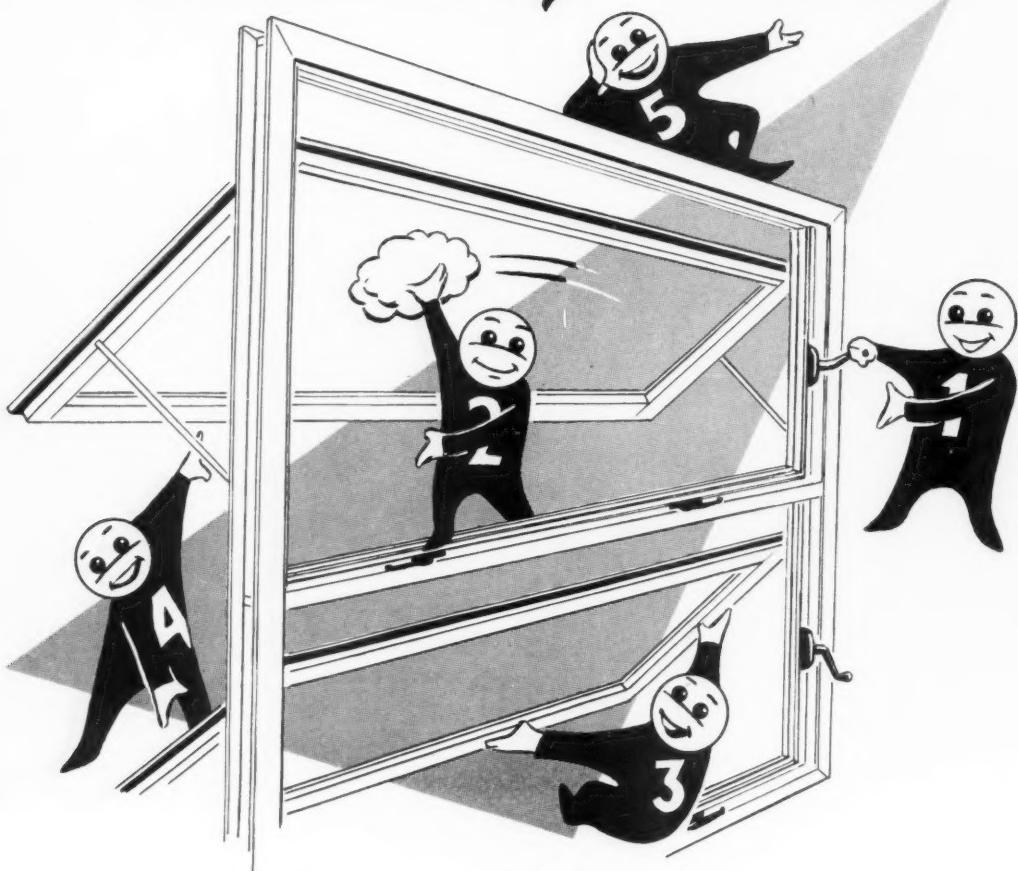
ADDRESS _____

CITY _____

ZONE _____ STATE _____

VENT-A-WALL...

Window Design at its Best



1. EASY TO OPERATE
2. EASY TO CLEAN
3. REMOVABLE
4. VERSATILE
5. EASY TO SELL

VENT-A-WALL window units sell fast because (1) they're beautifully designed; (2) the sash is removable, a feature that reduces breakage, makes complete painting easy and saves time and money during construction; (3) they are ideally suited to multi-combination grouping limited only by your imagination — to name only a few reasons. Also VENT-A-WALLS open a full 90° for complete ventilation and cleaning ease.

In addition to VENT-A-WALLS, products of MW Distributors include LIF-T-LOX and R•O•W Gliding Windows and a wide variety of building materials and supplies. Ask for dealer information.



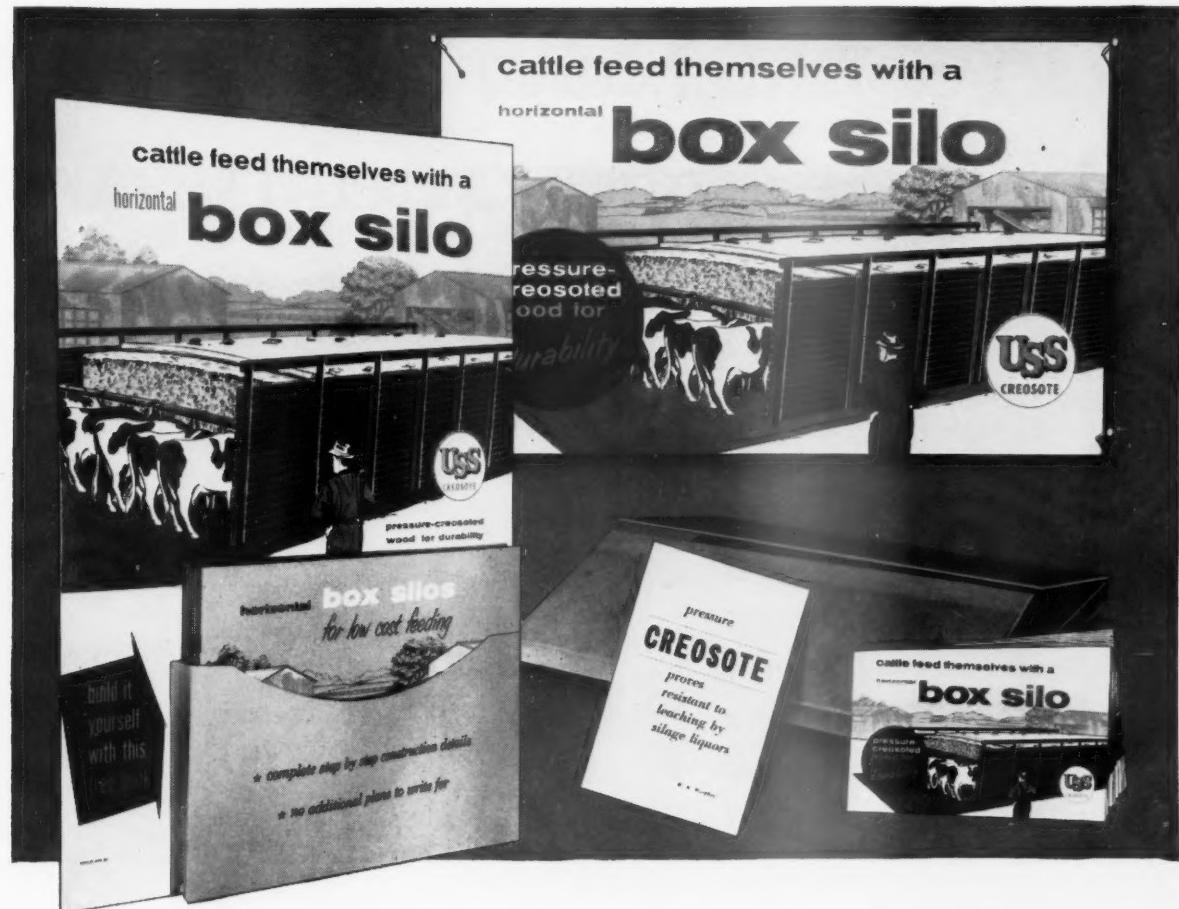
MANUFACTURED BY

Distributors

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

Formerly Known as R•O•W Distributors



Display this kit and sell more **pressure-creosoted posts and lumber**

There's a boom in box silos built with pressure-creosoted posts and lumber. And you can get in on this boom by getting this free kit. It contains posters, postcards for mailing in your area, a large display piece, and booklets for handing out to farmers.

BOOKLETS SELL BOX SILOS—These booklets show farmers how they can build horizontal box silos themselves and cut their labor costs practically in half. They tell farmers what size silo they need . . . give them step-by-step construction details . . . explain how to fill and pack the silo.

FEATURES THAT SELL BOX SILOS—You can point out to farmers how a box silo can carry cattle through the dry spells of summer with feed from the extra growth during the spring. And tell them how feed can be held over from good years to dry years. Then, too, emphasize the fact that cattle can feed themselves, thereby saving the farmer time and work.

Free Promotion Material



Agricultural Extension
United States Steel Corporation
525 William Penn Place
Pittsburgh 30, Pennsylvania

I am interested in promoting pressure-creosoted posts and lumber by publicizing the use of box silos. Please send me a free promotion kit.

Name

Address

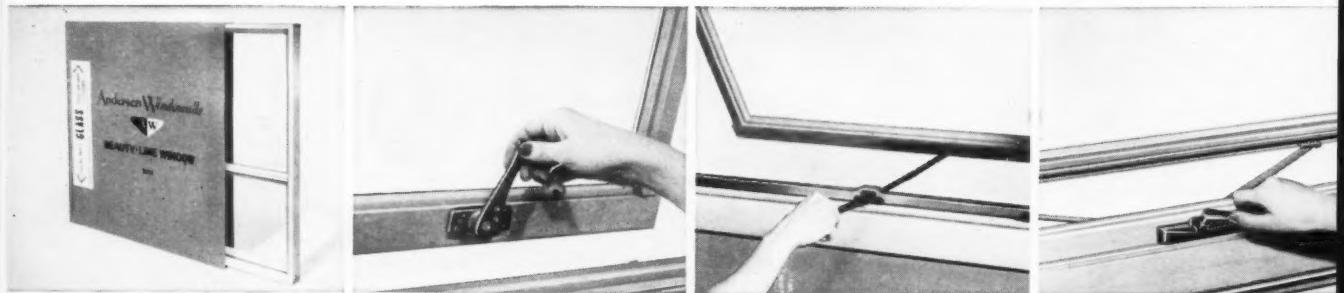
City State

UNITED STATES STEEL

New Andersen brings you quality and



Ideal for any room! Big 5'10" high Beauty-Line units illustrated can easily be joined together to form a glamorous WINDOWALL! Beauty-Line Windows are available in seven sizes, with four heights, two widths.



Packed for easy handling! Factory packaging protects new Beauty-Line Windows, makes storage and handling safe and easy.

Three hardware choices available. Standard lock (above) pulls sash tightly shut to assure absolutely weathertight seal.

Bar-Lock provides tight closure in underscreen operation at low cost. Hardware is interchangeable on all units.

Roto-Lock works under screen. Dual arms pull sash ends in snug and tight to seal out rain, dust and moisture.

Beauty-Line window beauty at low cost!

New wood window units from Andersen can step up your window sales!

Here's a new, versatile window idea from Andersen that can help you boost your sales! It's the Andersen Beauty-Line—featuring a fixed upper sash over an awning style lower ventilating sash... both combined in a single unit for easy handling and fast installation.

Simplified construction makes the new Beauty-Line Window Units a "best buy"—with a low cost per square foot. Yet, like all Andersen WINDOWWALLS, these versatile new units feature Andersen precision construction... Andersen quality throughout. Wood parts are toxic-treated for long life and complete protection from rot or termites. They're available in

seven sizes, with four heights, two widths. All sizes can be joined together to form mullions and triples. Or, they may be used in conjunction with other Andersen WINDOWWALLS.

The new Beauty-Line comes completely assembled and packaged. Optional features include glazing with welded insulating glass, removable double glazing, aluminum screen, choice of three types of operating hardware.

For complete information on the new Andersen Beauty-Line Units, see your Andersen WINDOWWALLS distributor—or write direct to Andersen Corporation.

Andersen Windowwalls are quickly available from complete stocks of these distributors:

ALABAMA

Birmingham Sash & Door Co.
Birmingham

FLORIDA

Huttig Sash & Door Co.
Jacksonville

GEORGIA

Huttig Sash & Door Co.
Atlanta

KANSAS

United Sash & Door Co.
Wichita
Rock Island Wholesale Co.
Wichita

KENTUCKY

Huttig Sash & Door Co.
Louisville

LOUISIANA

Davidson Sash & Door Co.
Alexandria, Lafayette and
Lake Charles

New Orleans Sash & Door Co.
New Orleans
United Sash & Door Co.
Baton Rouge

MARYLAND

Morgan Millwork Co.
Baltimore

MISSOURI

American Sash & Door Co.
Kansas City
Huttig Sash & Door Co.
St. Louis
Toombs & Co.
Springfield

NORTH CAROLINA

Huttig Sash & Door Co.
Charlotte

OKLAHOMA

General Sash & Door Co.
Tulsa

TENNESSEE

Huttig Sash & Door Co.
Knoxville and Nashville
Memphis Sash & Door Co.
Memphis

TEXAS

Davidson Sash & Door Co.
Austin
Huttig Sash & Door Co.
Dallas

VIRGINIA

Huttig Sash & Door Co.
Roanoke
Morgan Millwork Co.
Arlington



ANDERSEN CORPORATION • BAYPORT, MINNESOTA



With Reflective Kimsul

Insulation our electric service costs less!

The residence of Mr. and Mrs. E. R. Pierce of Jonesboro, Tennessee, has 2,050 sq. ft. of living area plus a full basement, all electrically heated and air conditioned. Side walls and overhead have reflective Kimsul Insulation.



THE OWNERS of this modern residence enjoy the comfort of year-round controlled temperature with clean, electric heat in winter and air conditioning in summer. They make full use of the following *electric* appliances: stove, refrigerator, food freezer, mangle iron, television, dish-washer, an 84-gallon water heater, automatic washer, radio, and several other small appliances. Yet, with all these "electric servants," their utility bill is less than \$300.00 per year.

The Pierces well know the value of reflective Kimsul Insulation. Kimsul 660 in the side walls and Kimsul 880 in the overhead of this house has resulted in highly efficient heating performance. Other homes in the same area spend almost as much on heat alone as the Pierces do for heat *plus all their electrical services*.

Kimsul is winning architectural, builder, and owner acceptance everywhere. It combines *three* highly efficient heat loss and heat gain barriers, air space, reflective foil, and multiple layers of cellulose fibre, into *one* complete insulation.

In addition, Kimsul has plenty of do-it-yourself appeal. It is easy to measure, cut, and install. And it's compressed to save you storage space. The Kimsul line lets you offer premium quality insulation in *all* price categories and makes insulation a much more profitable item for you. Write today for price schedules. Consult the yellow pages in your phone book for Kimsul distributors in your area.

KIMSUL
A PRODUCT OF
Kimberly-Clark
INSULATION

Kimberly-Clark Corp., Neenah, Wis.



Kimsul 660 "Economy" Kimsul 880 "Special" Kimsul 1000 "Super"

Dealers sell \$10,000 paint

\$3,000 supplies a year

MOST COMMON PAINT MARK-UP, 40% —MARK-UP ON ACCESSORIES, 50%

» The sale of paints and painting accessories and supplies is a substantial source of profits to lumber and building supply dealers in the 18 Southern and Southwestern states, an intensive *S-B-S* survey has revealed.

The annual survey of lines handled by Dixie building material dealers made by SOUTHERN BUILDING SUPPLIES last year showed that 66% sold "custom mix" paints, 90.7% sold interior paints, 92.6% sold exterior paints, 85.2% sold masonry paints, and 85.8% sold painting accessories.

The special *S-B-S* survey last November among dealers in the South-Southwest who sold paints and related supplies and accessories disclosed that the average dealer sold \$16,564 worth of paints. The median sales per dealer were about \$10,000.

This survey also revealed that the average dealer sold \$3,428 in related supplies and accessories. The median sales per dealer were about \$3,000.

Dealers' mark-ups on paints ranged from 25% to 50%. Most common mark-up was 40%, reported by 37% of the dealers.

Adhesives, 74.3%
Applicators, Wax, 31.4%
Bathtub Seal, Plastic, 45.7%
Blow Torch, 25.7%
Borders, Wallpaper, 38.9%

BRUSHES—

Dusting, 25.7%
Paint, 100%
Paperhangers', 20%
Scrub, 37.1%
Stencil, 5.7%
Varnish, 91.4%
Wire, 80%
Calcimine, 25.7%
Calking Compound, 97.1%
Calking Gun, 97.1%
Cleaners, Paint Brush, 82.8%

Mark-ups on related supplies and accessories also ranged from 25% to 50%. Most common mark-up was 50%, reported by 41% of the dealers.

Main brands of all types of paints included 34 different makes! Sale of different types of paints by lumber and building supply dealers also varied widely. Here's the frequency of types of paints handled: acid proof, 17.1%; aluminum, 100%; asphalt, 80%; awning, 8.6%; coldwater and casein, 38.9%; concrete, brick and stucco, 94.2%; metallic, 68.6%; oil, 85.7%; rubber base, 97.1%; synthetic resin, 54.3%; texture, 57.1%; waterproof, 65.7%.

Types of stains stocked by the lumber and building supply merchants: concrete floor, 14.3%; shingle oil, 62.8%; wood oil, 57.1%; prepared wood finishes, 68.6%.

Lumber and building supply dealers in the South-Southwest who sell paints also stock a profitable variety of accessories and related supplies, our *S-B-S* survey revealed.

Here are the survey results, with the individual accessories and supplies listed alphabetically:

Colors, Oil, 91.4%
Comb, Brush, 11.4%
Drop Cloth, 37.1%
Edging Machine, 20%
Emery Cloth, 57.1%
Filler, Crack, 85.7%
Floor Filler, 85.7%
Floor Sealers, 94.3%
Glazing Compound, 97.1%

GLUES—

Animal, 28.6%
Casein, 65.7%
Coldwater, 28.6%
Liquid, 54.3%
Resin, 54.3%
Waterproof, 65.7%

(See PAINT SURVEY page 87)

**SOUTHERN
BUILDING
SUPPLIES**

FEBRUARY, 1957



To lengthen the life and service of wood, alert and profit-minded dealers advise customers to buy canned preservatives to treat the lumber against rot and termites. At the Cathey Lumber Company in Charlotte, N. C., mention of wood preservative often nets a related paint sale!

Another product that goes along with paint transactions often is tension or metal-framed screens to replace rotted, sagging ones in houses being renovated.



By JOSEPH F. BATTLEY, President,
National Paint, Varnish and
Lacquer Association

R. B. Johnson, president of the West Point Supply Company, poses in his two-line paint department in West Point, Va., with some of the popular types of paints his firm retails.



Timely Tips on SELLING MORE PAINT

» At a recent meeting of salesmen, they were asked what they sold. Every answer was "paint" but this was only partly true. What they actually sell is "people" and until this fact is realized by all retailers, we will never meet the requirements of the public or sell paint in desired quantities.

Despite the cry for more sales, the distressing fact is that people are actually undersold! If the sales clerk really shows interest in a paint buyer, he will ask questions in order to be helpful. Two questions are obvious when a customer decides to paint his house. What type house is it? How big is it?

Knowing the answers you can recommend the paint best suited and the quantity. But that should not be the end of the sale. How about trim paints, calking compound, putty, prime coat, brushes or rollers? What about the gutters? Do they need a zinc dust-zinc oxide primer? Are there knots in the lumber? Tell the customer how to seal them so the exuding rosin will not push the paint off.

Have you mentioned color? This

is the principal motive in paint sales. Tell the buyer how to use color to advantage — not only for interiors but also for exteriors.

Spending a little time with a customer does more than ring up a healthy sale. It is a service which is appreciated — and brings him back again. If he is pleased with your service, he advertises your store by favorable comments to his friends. Soon traffic in your paint department will increase!

Product knowledge is most necessary. You and your sales personnel should know the various types of water-emulsion paints and where they should be used. It is not necessary to be technical or have a degree in chemistry, but you should know the difference between acrylic, polyvinyl acetate, or butadiene-styrene types. The accompanying list explains some new types of paints.

You might sell a chalking paint for the exterior of a brick house. But if it has wood trim over the brick part, you want a paint that does not chalk.

Know how to handle complaints.

If the home-owner has a paint peeling problem, the chances are that he has moisture trouble. In the effort to build tight homes, little provision was made for allowing moisture to escape.

More than six gallons of moisture vapor may be created within a home each day by such normal matters as washing dishes, washing and drying clothes, bathing, cooking, and even breathing. Unless this moisture is allowed to escape by means of exhaust fans or vents, it penetrates the wall. As it hits the outer and colder wall it condenses into water — and trouble starts. Actually the peeling of paint is a symptom and the cause must be corrected. Relieve the cause and the peeling will stop.

It is also possible for moisture to enter from the outside of a house. Loose flashing, clogged gutters, lack of calking around doors and windows, uncovered crawl spaces — these all allow moisture to get into the house. Paint peeling can be the least serious trouble. Wooden studs may rot and the owner may be in for a heavy repair bill.

unless he makes the minor repairs immediately.

Another important phase of paint merchandising is store appearance. Does the paint department look inviting? Does it have the touch of glamour and color that paint represents? Does it instill the urge to buy? With today's emphasis on impulse buying, lighting and color and attractive displays are prime forces in moving merchandise.

You are not selling cans of paint but the beauty and pleasure which result from the use of paint!

Paint is no longer a "seasonal item." Surveys and industry records show that paint sales run through the entire year. Many people do interior painting, build recreation rooms, or finish attics in the winter months — and paint sales result. Records show that paints account for a large share of a lumber dealer's total sales, so they are entitled to floor space commensurate with the volume and profit they contribute.

All industries are competing for the consumer dollar and whether he spends his money for automobiles, television sets, or home improvements, depends largely on the nature of the appeal. There was a trend toward luxury items but more people now are looking at their home and realizing that it is their biggest single investment. They want to add to its value, beauty, and permanence by making improvements.

The inroads of competing products were accomplished largely through making it easier to buy through monthly payment plans. Certainly the automobile industry could not hope to sell six million cars this year without the inducement of monthly payments!

Paint retailers have not seized the golden opportunity of time payments to build sales. Yet virtually every other product — from stores to homes — are sold on some deferred payments plan. Since merchandising today depends in large measure on making it easy for a customer to buy, this is certainly one service the customer has come to expect.

Now is the time to develop a strong sales force within your store. Now is the time to look for markets you are not selling.

Sound planning will yield rich rewards when tuned to the emphasis on better selling, on supplying all the needs of the customer, and on creating friendly relations through good service.

New Developments in Paints and in Their Uses

By LOUIS FISHER, Director, Trade Sales Division
National Paint, Varnish and Lacquer Association

Latex and Water Emulsion Paints

— An emulsion is a dispersion of one liquid in another — oil in water, water in oil, or a solvent containing a resin or varnish which, in turn, is emulsified in water.

A latex paint is a water-thinned paint, specifically an emulsion type of water-thinned paint. Other emulsion paints are made with varnish or oil, but the latex type is most popular.

The principal latex paints include styrene-butadiene, polyvinyl acetate, and acrylic types. Blends of these are appearing in order to take advantage of the better features of each.

Today's latex and emulsion paints are much improved in resistance to repeated freezing and thawing. Their popularity is due to lack of odor, fast drying, and a surface which will withstand washing.

Use of latex paints is now extended for exterior masonry and concrete. Latex paints are not generally recommended for application directly on wood, although some are designed for that purpose. In such cases, directions for application should be carefully read.

Odorless Paints — Low-odor petroleum solvents have made possible the production of "odorless" paints. They are generally used in flat alkyd interior decorative paints. It is as necessary to provide ventilation when applying such paints, as it is when using ordinary ones.

Gel Type Paints — A new development permits paint to come as a paste rather than a liquid, yet gel paint easily brushes out when applied. The "no drip" feature is recommended especially for overhead painting.

Multicolor Paints — These are paints which give speckled coats in two or more colors. In composition, they are mixtures of emulsified lacquers of selected colors; that is, they are water-thinned paints.

They must be applied by spraying because brushing breaks down the droplets of separate colors. Multicolor paints are used indoors for walls, trims, furniture, and accessories — and outdoors on masonry and stucco surfaces.

Paint Removers — These are necessary when surfaces are to be

brought back to the original state. Flush-off type removers may be flushed off with water after the remover has softened the paint film. For appropriate articles and conditions, flushing-off can be a timesaver.

Alkyd Resins — Alkyd-resin paints appear to be on the upswing. They contain isophthalic acid, which enables the paint to dry faster.

Roof Paints — Emulsion paints in light colors for roof painting have made their appearance on the market. They are applied on asphalt roofs to reduce heat absorption.

Aerosol Paints — Now in larger sizes, these spray-can paints offer greater value to consumers. They are ideal for "touch-up" jobs.

Shake Paints — New shingle and shake paints are available. They dry without gloss.

Stain Finishes — New and improved pigmented stain finishes are for exterior use on redwood and other wood surfaces.

Catalyzed Coatings. — A new development where the curing agent comes in a separate container and is added to the coating before it is used, these are generally for table tops, boats, and industrial maintenance.

Repair Kits — Cleaner and etching liquid, as well as catalytic cured finish, come complete in one package. These are practical for finishing damaged interior parts of cement laundry tubs. The finish is hard and smooth.

Living-Room Finishes

The third full-color folder on finishes for woodwork and paneling is now available from the Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore. Entitled "Fine Finishes for Living Rooms," it is 3x6 inches to fit into small envelopes as an enclosure for consumers.

Samples of this folder are free for the asking. It contains recipes for each finish and also general finishing hints. It was created primarily as a direct-mail sales aid for lumber dealers and wholesalers. Quantities of less than 1,000 cost 1.5 cents each; over 1,000, 1 cent each.

Numerous lumber dealers in the South are reaping profits from large paint orders and related sales nearly every day — thanks to a happy discount-working arrangement with paint and building contractors. For example, the Bagnal Builders Supply Co. in Columbia, S. C., cuts down on selling costs by letting select paint contractors bring their customers into the store to make color choices. Here a contractor "waits on" a couple of home-owners.

The problem of Discounts to Contractors

56% DEALERS GIVE DISCOUNT OF 10%

» To give — or not to give — a regular discount to professional painters and paint contractors? That is an ageless question for lumber and building supply, as well as hardware and retail paint dealers.

Logic indicates that a regular discount on paint purchases by

contractors and professional painters is in order. Don't you demand and usually obtain a lower price — in effect, a quantity discount — when you buy large volumes of materials from manufacturers or wholesalers, Mr. Dealer? If so, why shouldn't the paint contractor who buys several gallons or a case of paint at a time expect and deserve a lower price or discount likewise?

Sales results of dealers who grant selected contractors and professional painters a trade discount also indicate that this practice in the paint department yields greater sales volume—and pays more total profits.

A recent *S-B-S* survey among dealers who sell paints and related supplies and accessories uncovered these significant trends and facts:

70.6% of the dealers give contractors a regular discount on paint purchases.

Only 29.4% of reporting dealers say they do not grant paint contractors a regular discount.

As to the amount of discount, 55.9% give 10%; 5.9% each give discounts of 5% and 15%; 3% give a 25% discount.

Provided their charge accounts are "discounted" or kept current, paint sales to professional painters and contractors usually are less

costly for the dealer to handle. Such sales cost less because (1) their purchases are larger, often in "job lots" of five-gallon drums or cases; (2) the professional customers generally pick up and haul away their own purchases; and (3) painters and contractors often "wait on themselves," saving time for the dealer's personnel to serve other patrons.

Then, too, when a contractor or professional painter finds it economical and convenient to patronize a lumber yard or building supply store for his paint needs, he usually buys the related accessories and also many of the other materials he may need to build, remodel, or repair a structure. These limited supplies can usually be sold without any regular discount because such customers buy them in relatively smaller quantities and less frequently than paints.

By befriending paint contractors and mechanics with a standard trade discount and good service, the dealer can keep them away more from exclusive paint or hardware stores where they are likely to buy tools and other supplies and materials. This is essential when the dealer considers such lines his special province as he boasts that "we sell everything to build anything" . . . or of being "building headquarters" or "the department store of building materials."



"I hope Mrs. Swivelpuss hasn't changed her chromatic personality again before I try these colors."



Why we sell Two full lines of House Paints

By Paul J. Cates*

»» Serving a highly populated combination agricultural and industrial community 30 miles south of Atlanta, we must meet all types

of competition for the paint business. We have found that it is most profitable for us to stock and sell two full lines of house paints.



The attractive wall display of nationally-advertised Pittsburgh house paints is seen above. It faces the street windows between the right corner door and the balconied sales and bookkeeping offices. Island displays filled with paint accessories and supplies remind callers of other needs and make "related selling" by Planter's personnel easy.

Planters' second line of paint, Longman's Brand, made ready-to-use in Brooklyn, N. Y., is display-stored in a similar fixture at right end of store. Electric shaker is between it and corner entrance door.



*The author, Paul J. Cates, is secretary-treasurer of the Planters Warehouse and Lumber Company, Inc., in McDonough, Georgia, and store manager. In above photo, he hands a paint purchase to a long-time customer on the day his firm held the formal opening of their remodeled store. At left, President George C. Alexander shakes hands with a fair visitor. In rear, the architect who designed the store modernization admires the pleasing results.

Last year we sold approximately \$20,000 worth of paints — and another \$6,000 worth of paint accessories and supplies!

Here are five reasons why we handle two lines of paints:

1. They permit us to offer highest quality paints at prices that are competitive with the retail stores of paint manufacturers;





with the brands sold by other independent building supply, hardware, and paint stores; and with the mail-order houses and department stores.

Both of our lines are of proven quality. But since one is not nationally advertised and promoted, we are able to buy in quantity and sell it at a profit for as much as 25 per cent less than our nationally advertised brand.

2. With two brands we can offer each and every customer a greater selection of colors and formulations to meet the most precise end use.

3. With two lines we have a better chance of substitution whenever stocks or colors run low.

4. Our well-advertised national brand beckons many consumers and satisfies all as to quality and "prestige."

5. Our other quality, unadvertised line suits "the trade" — painters, contractors, farmers.

We give all paint contractors a regular discount of 10 per cent.



The wonders wrought by carefully designing a new sales-room addition to the front of an old "cotton warehouse" makeshift store is shown in the photos on our S-B-S cover this month and on this page and the preceding one.

The top photo is a "before view" of the "cluttered" old office and store. Below it is the "after view" toward the street — with handsome, lumber paneled walls and an attractive home-planning nook in foreground.

An "after view" from the front of the store is seen at left. The balconied, split-level arrangement provides a commanding view of the store and street entrances from this sales-office area. Warehouse stocks are reached through double door at right. Fluorescent lighting and air-conditioning assure year-round shopping and working comfort for personnel and patrons alike.

Order department is coupled at side of building with scales for weighing cotton and other products. A body-high trucking dock was "cut into" the warehouse from right side of building, to permit all-weather loading and unloading!





It pays to promote and Advertise Paints!

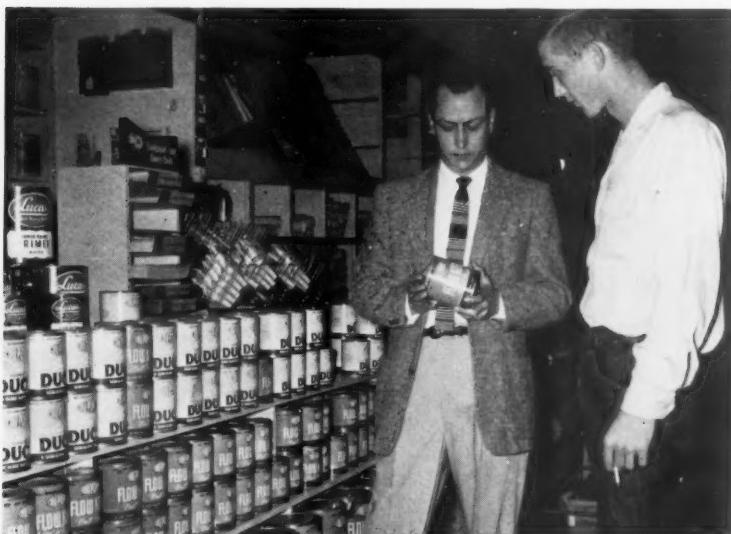
» A three-point system of paint promotion — made up of steady advertising, lavish display, and aid to users — sells \$20,000 worth of paint annually for the Seminole Lumber Company in Seminole, Oklahoma. Another \$10,000 is accounted for in the additional volume done in building materials sold to people attracted to the store for paint.

Manager Jim Williams has another reason why he values showmanship for paints. "Good paint displays, on fixtures built to dramatize paints, do a great job in making the sales floor attractive. Nothing is more decorative than modern fixtures well filled with paints."

By Sophie W. Ellis

This youthful dealer and his floor salesmen never neglect the paint displays that appear in several parts of the store. "Keep those paint shelves filled," William urges his men.

Paints are seen in symmetrical window displays before customers enter the Seminole store, which resembles a "white house with picture windows." The building itself is freshly painted. A white picket fence separates the lumber sheds from the front. Paints, arranged to catch the eye, fill one of the display windows.



Keeps white houses
white for years!



DU PONT HOUSE PAINT

Du Pont "40" starts dazzling white, stays clean and bright! Rich in the whitest paint pigment, titanium dioxide, Du Pont House Paint makes your home look "just painted" ... for years!

- ★ Durable, beautiful...the whitest white
- ★ Protects against rust and rot
- ★ Excellent coverage, exceptional hiding
- ★ Popular fade-resistant colors, too

\$6.95
GAL.
In 5-Gal. cans

For trim colors that stay
bright-resist fading . . .
Use DuPont DULUX Trim
and Shutter Paint.

SEMINOLE LUMBER CO.

824 N. 1st Phone 133

DU PONT PAINTS for EVERY PURPOSE

Entering the store, the customer sees floor fixtures and shelves filled with paints, sized from five-gallon cans down to the small touch-up containers. The one paint line that the store features is complete, covering all the paint products made by Du Pont.

Williams values the line because it is nationally advertised and because the manufacturer offers dealer aids that help. Among the aids consistently used by the Seminole lumber yard are the attractive color charts, several different paint signs (including neon window signs), newspaper mats for advertising, and the full advertising allowance from the manufacturer.

This manufacturer allows up to 2 per cent of previous year's paint purchases, to match equal adver-

With mats furnished by the paint manufacturer, the Seminole Lumber Company in Seminole, Okla., finds it easy to get good ad results in the local newspaper merely by having signature and proper price set. Note ad above, reduced from 2 column-by-7 inch size. At left, Manager Jim Williams discusses proper paint for DIY customer's job. Neon signs in window and central display, at top of page, draw customers into Seminole store.

tising investment by the dealer.

Williams is a consistent advertiser, using 140 inches of newspaper advertising display space each month. About 50 per cent of this is devoted exclusively to paint. He also runs daily classified advertisements. Paints are emphasized in Seminole's screen advertisements in the local motion picture theater.

The paint advertisements frequently refer to the paint contractor, whose good-will Williams values. Although the store and its paint displays were designed to attract drop-in trade and to impress the Do-It-Yourself home owner, paint customers are urged to turn major paint jobs over to the paint contractor.

When a home-owner comes to the store to buy paint for outside painting, the salesman questions him to find out if he knows how to paint. Often Williams or one of his salesmen goes to the home of the paint buyer to check the surface. If the prospect is interested in having the work done by a professional painter, Williams takes the painter with him.

When the amateur painter does his own work, Williams makes sure that he understands how to prepare the surface and to keep moisture out of the wood by calking cracks and filling nail holes.

"It takes a little extra work to insure a good job for the amateur painter," he said. "But we find that

it pays to question the paint buyer about what he'll do with the paint. Most home-owners appreciate suggestions and how-to-do-it tips and once they buy paint from us most of them return regularly for materials when another paint job is needed."

Paint contractors are the store's best paint customers, and they heartily approve of all the paint promotions used. They like the attractive store displays, which bring people in to see color charts and to talk about paint.

Every morning paint contractors come in to pick up the names of any prospects that Williams can give. Sometimes a painter, who is not a good salesman, asks this dealer to send a salesman to see his

prospect and help land the sale.

"Few painters are good salesmen," Williams said. "Sometimes one call from one of our men produces a job for the painter who could not swing it himself."

Painters do not object to the help that the store gives to Do-It-Yourself customers. Many of these do one or two paint jobs themselves, and then are glad to let a professional painter take over! Painters know this and have confidence in the dealer who teaches paint customers to value a professional paint job.

Items for preparing the surface, such as sandpaper, wire brushes, and paint removers and cleaners are given the display and "pitch" that yield extra sales and profits.

Sell the Complete Paint Job

»» Although the swing since World War II has been to the painting of houses and other small buildings by the owners, many dealers throughout the South and Southwest find it profitable to promote and sell a finished paint job, rather than the mere paints and supplies needed by the handyman or hired painter.

Many couples or individuals think painting a room, porch, or high gable is "a snap." But it

frequently turns out to be a more difficult and arduous task than it appeared, so a paint contractor or professional painter is engaged to do the next paint job — if not to finish one already started!

The recent S-B-S survey of lines sold, and services rendered, by lumber and building supply retailers showed that 29.4% of dealers in the South-Southwest contract the completed paint job. A few of these employ an experienced painter the year-round to finish such jobs, but most dealers hire individual painters by the day as they land profitable paint jobs in response to aggressive salesmanship coupled with newspaper, radio, or "word of mouth" advertising.

Experienced dealers have carefully learned how to safely estimate the cost of the labor and materials for a given job. They always include insurance and workers' compensation costs, because these can frequently make the difference between a profit or loss on a given job!

On the other hand, dealers with a proven reputation for fair dealing and reasonable prices usually sell paint jobs on a "cost plus" basis. In such cases, they figure the retail cost of the paint, other supplies and accessories, the wages of the painters and helpers required, and a mark-up of from 10% to 25% on the labor for management service.

An additional service that can

BOX SCORE on Dealer Advertising

WHAT KIND of advertising do lumber and building supply dealers in the South-Southwest use to build the sales of paints, accessories, and supplies?

The recent S-B-S dealer survey proves that newspaper advertising is still most popular. Of the reporting paint-handling dealers, 85.3% advertise in newspapers — almost twice as many as use radio or direct-mail advertising.

Radio and direct-mail advertising are equally popular among Dixie's paint-selling lumber and building supply retailers. 44.1% of these dealers use radio advertising, and 44.1% use direct-mail promotion.

Located mostly in small cities, towns, and villages — and most of them a good distance from television stations, only 3% of the dealers employ expensive, fleeting television advertising of paints and related merchandise.

Few dealers, however, advertise enough to earn the full advertising allowance offered by the paint manufacturers. Most paint producers allow the dealer up to 2% of his previous year's paint purchases, when he spends an equal amount of his own promotion funds for advertising.

(See WHOLE PAINT JOB page 81)

Paint accessory sales Double our dept. profits!

By GENE DRITT, Owner
Leeton Lumber and Hardware Company
LEETON, MISSOURI



» We have increased our paint and accessory sales every year for the past 10! We don't know how much they can be increased this new year, but we are confident that they will still show growth.

In the first place, we carry a full line of paint and all related supplies and accessories. You have to stock merchandise to sell it — and, second, you must display it. The most important thing in in-

creasing accessory sales is to make a definite and organized effort to sell them.

Our paint buyers come from our regular hardware and lumber customers. They also come in response to our small newspaper advertising and fairly consistent direct-mail advertising.

We operate our paint and accessory department on the theory that since most of our customers are

home-owners and Do-It-Yourself painters, two types of jobs can be done. A slopped-up cheap job can be done or, as we point out to our patrons, for the same amount of labor a first-class job can be done.

We ask the customer when he inquires about paint what he is going to paint. This gives us a lead on what to show him. Quite often we have a customer who comes in with the intention of painting only a small room or even a small part of his home but who decides to do a complete quality job when we explain how this can be done.

The trouble with keeping up the volume on accessory merchandise is that many salesmen forget what (See ACCESSORY SALES page 81)

By finding out what a paint customer is going to do with the paint he wants, Gene Dritt, Leeton, Mo., lumber and hardware dealer, usually discovers some related needs. While customer was waiting for the paint shaker to do its important job, in photo below, he spied a display of brushes. Above, Dritt quickly explains the good price and special merits of this brand — and soon sold the brush. Result? At right below,

Dritt writes out the sales ticket — and realizes double profit!



For good-will and profits

get on the Home-Town

CU-PU-FU Bandwagon!

» Does your town take advantage of an annual Clean Up — Paint Up — Fix Up Campaign, Mr. Dealer? If so, do you cash in on it, too? If not, why not start one in your town this spring and gain a lot of good-will and new business therefrom?

Cities as large as Atlanta, Ga., and as small as Nixon, Tex., have an annual habit of coercing and coaxing their property owners and citizens into sprucing up their homes, factories, stores, and institutions. They promote action that results in new paint, repair, and modernization jobs, as well as "face washing" and "alley sweeping" results.

How to do it is all available in one neat, free package from the National Clean-Up Paint-Up Fix-Up Bureau. This is a branch of the National Paint, Varnish and Lacquer Assn. From its headquarters you can obtain all the "know-how" it takes to plan, organize, and activate a clean up—paint up — fix up campaign for your community to last a week, 10 days, or the entire year.

Also available at low cost are four-color banners and posters that urge readers to get busy and clean up, fix up, and paint up.

No. 1 in the procedure kit for 1957 is the "organization guide." It explains how to start the program by calling a meeting of interested and concerned community and civic representatives; by selecting a general chairman, vice-chairman, secretary, and treasurer; and by selecting personnel for special committees.

Under a general or executive committee consisting of key community leaders, subcommittees are suggested for Publicity, Stunt, Industrial, Alley, Eyesore, Block Captain, Vacant Lot, Contest, City

It would take full-color reproduction to show you how attractive this campaign poster is! It is printed in bright green, yellow, brown, and black, 13½x21½ inches. Other campaign posters illustrate the "clean up" and "civic pride" themes. Posters furnished by Bureau at cost.

Government Coordination, Street and Highway, Rural Beautification, Church, Transportation, Finance, Health, Retail, and Special Projects. Proven projects are listed and suggested for each committee to undertake.

For example, under the Retail Committee, hardware, paint, and building supply stores could be enlisted to train personnel on fixing and painting tips; hold how-to-do-it demonstrations; make up special DIY kits for cleaning and fixing and painting up; provide color schemes for homes, and to offer free seeds with each \$5 purchase to increase plant-up activities.

The "organization guide" suggests daily themes and programs for an intensive two-week drive. These include Church Cooperation Day, Parade Day, Safety and Fire Prevention Day, Repair and Modernize Day, Front Yard and Back Yard Day, Pick Up Day, Landscaping and Planting Day, Church Day, Vacant Lot Day, Paint Up Day, Health Day, Industrial Day, Check Up Day, and Inspection Day.

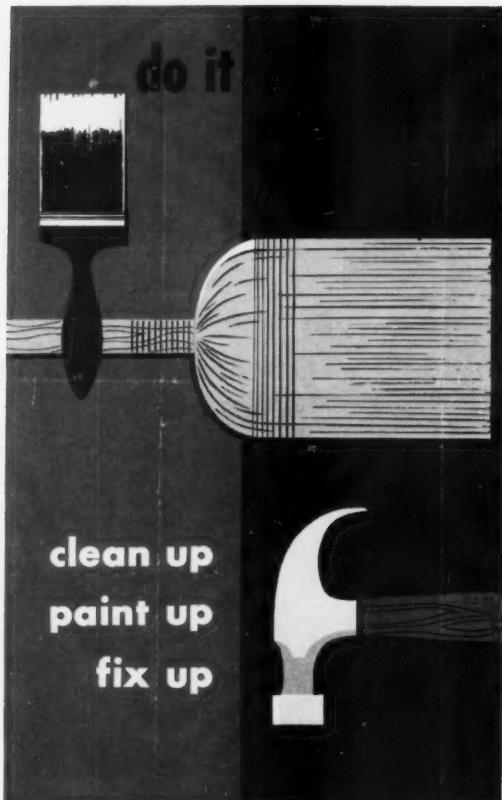
A calendar of monthly events proposes Christmas lighting awards

and visible house numbers in January, the American flag flown from every home and business in February, crepe myrtle and spring planting in March, clean up campaign and home show in April, fly and rat eradication and general sanitation in June, eyesore removals in July, playgrounds and recreation areas in August, autumnal fair and highways in September, fire prevention in October, Arbor Day in November, and Christmas lighting in December.

A separate "teacher's guide" in the program kit outlines proven ways teachers can get students in elementary, junior high, and senior high schools to do their part in a Clean Up — Paint Up — Fix Up Campaign. This includes "roping in" parents for home action.

A big file of suggested news releases, editorials, features, and announcements for use by radio and television stations and newspapers also is furnished free by the Bureau. So are sample letters and speeches.

Any dealer who wants to sell more paint, accessories, and fix-up building materials should consider becoming "a big wheel" in this sphere of community betterment.



How to step up Wallpaper Sales

By Ruel McDaniel

» Like exposed beam and plank ceilings, "old-fashioned" wallpaper is staging a profitable recovery for many dealers and decorators who display, dispense, and apply it to new and old homes. A recent S-B-S survey shows that 42.8% of the lumber and building supply dealers in the South-Southwest now sell modern wallpaper.

Take the Navasota Building Material Company in that town of some 7,000 residents in southeast Texas, for example. Ever since Paul Ginglewood, assistant manager, designed and installed the combination stock - and - display fixture shown on this page, this Navasota dealer's wallpaper sales have been double what they had been.

According to Ginglewood, the panel displays of wallpaper, with stock carried in the cabinets back of the mounted samples, have not only increased wallpaper sales 100%, they also have cut in half the time required to sell the average customer!

The display extends across the greater part of one end of the



Navasota Building Material Co's sales room, immediately to the left of the entrance door.

Directly in front of the wallpaper display are a table and chair, where the customer can sit and thumb through the book of even more wallpaper samples.

The display panel actually is a door to the stock-bin back of it. With nine panels to the horizontal row, the six rows show 54 different samples of wallpaper.

Each sample pattern is 12 inches by 18 inches. This is large enough to give a clear idea of what it will look like on the wall. The price of the paper shown on each panel is marked, so that a customer may find her price range without asking price questions.

The panel door is made of 1x2-inch framing and $\frac{3}{4}$ -inch plywood. The bin directly back of the panel is 14 inches wide and 20 inches deep, providing storage space for a liberal quantity of stock.

"The display increased sales because it enabled us to display all our leading patterns as a unit," Ginglewood explained. "It cut the time devoted to the average sale in half because customers can serve themselves when it is necessary to wait a few minutes for us to serve them. It also is much easier for them to make up their minds about patterns, when they see all of them displayed together. The pricing also has helped to reduce the time required to wait on the customer."

Along with \$7,000 worth of paints, the Navasota firm sold \$2,000 worth of wallpaper last year. Realizing a 33% margin of profit on this volume, along with (See WALLPAPER SALES page 89)



The combination wallpaper display and storage fixture, above, fascinates Texas women who turn to the Navasota Building Material for their paint and decorating needs. It includes 54 different samples and "stores" of wallpaper! Manager Ginglewood said it increased wallpaper sales 100 per cent over his book sample arrangement. However, the Brissey Lumber Company in Anderson, S. C., makes frequent profitable sales of "Quick" Do-It-Yourself wall coverings with the comfortable, selector "desk" display seen at left. Store Manager J. B. Nixon sells paint to wallpaper callers and wallpaper to paint customers!



Selecting Materials for Modern Kitchens

By MRS. GEORGIA V. TONELLI, Kitchen Design Consultant to Curtis Companies, Inc.

» The type, location, and application of various building materials can often mean the difference between making or losing a packaged kitchen sale!

Here, as elsewhere in a home, the customer's preferences, available finances, mode of living, type of decor, formal or informal atmosphere, and favorite colors are major considerations. Obviously, the better the quality of materials used, the longer the customer will be satisfied—and the higher the price (and profits) you can expect from the sale.

The value of quality is becoming more and more the key to consistently increasing sales and second-order customers. Brand-name products which are continually advertised and promoted are an important step in selling value as the public is made quite well aware of brands—not only in cars, cigarettes, and clothing, but in building materials as well.

You and your customer know

that the manufacturer of a brand-name product must stand behind his product. This gives you an easy opportunity to build confidence in your organization and the materials you sell. You have been advertising brand-name products and a written guarantee with these products is a highly valuable sales tool.

Industrial development, as well as consumer demands, have spurred the building industries to new and better materials for use in kitchens. These materials have been developed for specific purposes and by following the manufacturer's recommendations, you can be assured of good results. These new developments include:

1. Plastic flooring material for resilience and buoyancy under foot as well as ease of cleaning and a minimum of upkeep.

2. Plastic laminates have been specifically developed for surfaces requesting a hard durable finish with resistance to acids and heat.

This is frequently applied to counter tops as well as wall areas. If an area is required to withstand slicing and chopping, a chopping block either as an accessory or a built-in feature on the counter top is a better solution. For areas around the sink, range cooking top, or oven, stainless steel assures lifetime durability resistance to any degrees of heat.

3. Tile is one of the oldest items of this type known to man and has proven itself for ease of upkeep and ageless durability. New tile colors and sizes are versatile and exciting.

4. New finishes on woods make them easier to clean, more water-repellent, and minimizes upkeep time. These finishes mean that you can add the charm, warmth, comfort, and beauty of wood to today's "Living Kitchens."

5. Ventilating hoods have solved the problem of cleaning the areas around the fans. Hoods have greatly increased the efficiency of the

Sell More Kitchens

fans in removing smoke and fumes from food preparation. These hoods, too, feature new finishes which avoid tarnishing.

6. Improvements in acoustical tile mean that it is not only easy to clean, as kitchen ceilings must be, but it also reduces the amount of unpleasant noise accompanying the preparation of meals.

7. New concealed lighting diffuses the light throughout the room to avoid shadowed or spotty areas. Lighting should be planned at the time of the initial kitchen design since it is highly essential for an attractive, pleasant room and costly to change later.

The use of materials in the kitchen similar to those that have been used in other areas of the house coordinates the home into a complete unit — and expresses the personality and taste of the individuals in that home. Coordinating the materials, as well as the colors, unifies the theme for the living areas in any home whether it be a project-type dwelling or an individual client's resi-

dence. By distinctively tying decorative paneling, stonework, brick, tile, copper sheeting or tile, open beams, wrought iron, or planter effects in a logical location, you tie the kitchen into the living area of the home rather than isolating it into the workroom.

Recommend materials which are easy to clean for areas surrounding the range, clean-up sink area, and preparation areas. Laminates, well-finished woods, tile, stainless steel, vinyls, and glass are best suited to these areas which require regular cleaning.

Dinette areas, planning centers, serving centers, and other wall areas are ideally suited for paneling, brick, stonework, planter boxes, and other decorative architectural additions which will tie into the rest of the house. Obviously,

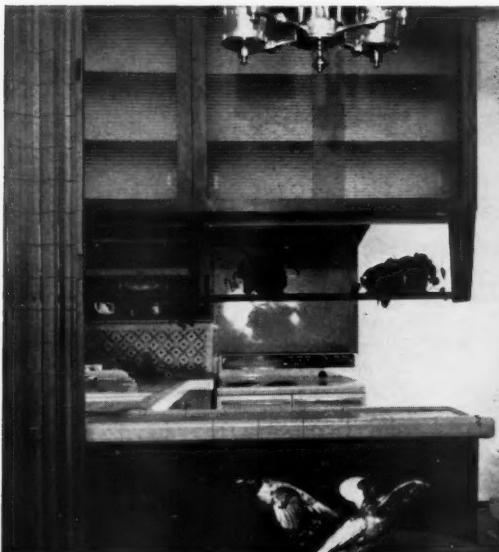
use of brick-type wallpaper only on a soffit or drop ceiling would not be an architecturally logical location unless the "brick" paper were carried down the wall to give other exposed areas on that wall the feeling of realism.

The use of windows, especially in major groupings, bring necessary natural light into a room to make it attractive and pleasant to work in. If there is only one outside wall with an unattractive view, glass blocks or plastic panels will add natural light to the room.

When cabinet areas are limited, ribbon windows can be used between the counter and the upper wall cabinets to flood the counter area with natural light.

Shoji screens, loosely woven materials, or bamboo screening which can be pulled across win-

Mrs. Tonelli describes seven significant new developments in the selection and use of materials for attractive, functional kitchens. That on opposite page features exposed beam and plywood ceiling, corner windows, continuous working surface, built-in twin oven and surface units. The photo at right shows how attractive wallpaper can be in the "breakfast nook" of a modern kitchen. Durable ceramic tile covers "backsplash" and counter surfaces in the kitchens seen below. A bamboo folding door separates that at left from dining area of North Carolina home. Note exposed brick column next to refrigerator. Kitchen at right was demonstrated at University of Florida. Note built-in range and cheery window-wall "window ribbon" between work cabinets and overhead units.



dow areas, reduce somewhat the amount of natural light which will enter a room, but each is a good alternate for hiding an unattractive view.

When windows are not grouped together, but scattered around the room, they look unrelated and insignificant. They also eliminate valuable wall space for cabinets and complicating window draping. Whenever possible, the use of two or three windows together actually makes one feel that there is more window area than when each window is scattered on two walls.

Shutters, cloth-covered valances, and bamboo curtains create individuality if curtains are not wanted for window decor.

The use of plants adds a touch of natural living to the home and are a good addition to any room besides the living room of the home. However, individual pot plants do not affect the natural setting, which is an important key to modern architectural design. Planters, wherein flowers and plants may be grouped together, give you a more garden-type effect!

Colors have been analyzed, synthesized, and discussed probably

more than any other single factor in decorating for the last several months. Colors can create different moods and change a normally drab, dark room into a pleasant, cheerful atmosphere but discretion here, too, is a better part of good color taste.

Any and all colors of any chroma or hue will go together, provided the right values and intensities for each are selected. Of course, by breaking up areas into strikingly different colors or chromas, you can make a large room smaller. For example, the painting of woodwork in a different color than the walls will make a wall area smaller than by using all the same chroma.

By the same token, the use of various values and intensities of only one color will make a small area appear larger.

Again, to key the room to the rest of the home is the first problem to discuss. Select the correct values and shades of other preferred chromas to plan with it. Each chroma should be duplicated several times in various values and intensities to relieve monotony. Yellow and red fields add warmth

to a room and are generally more suited to northern and eastern exposures—or poorly lighted areas.

The color tones of greens, blues, and purples counteract the warmth of direct sunlight to make an area cool and relaxing, so they are suited to southern and western exposures.

Dark colors in contrast to pastels; intense colors such as brilliant reds, yellows or greens; and warmer colors in the red and yellow fields—all these come toward you and are the first colors observed. If, for example, you wish to pull a wall towards you—or lower a ceiling—or point up a special architectural feature—the reds or yellows can be used for that purpose.

The light pastel tones; neutralized colors in the brown and gray fields; and color tones of blues, greens, and purples, these all add space to the room and push an area back into the distance.

The term "texture" should actually relate to the representation of a surface structure or the use of woven fabric, but it has more generally come to connote a sur-

(See KITCHEN MATERIALS page 89)



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On this and subsequent pages of S-B-S is an excellent selection of literature on new Building Materials and Products. For free copies of the helpful literature offered, just fill in and return the handy coupon below.

101-B. BUILDING PRODUCTS. The new 68-page Nova handbook presents the full line of Nova building products and also essential data on their uses. Line includes Jalousies, sidewalk shingles, plastic doors and room dividers, and masonry products. Nova Sales Co., Dept. SBS, Trenton 3, N. J.

102-B. WOOD DOORS AND WINDOWS. A folder and catalog sheet describes Rimco Siding that permit originality in painting. A folder and brochure show Rimco-Vent operating and Rimco-View fixed-light window units in different combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

103-B. WESTERN PINE SOURCES, USES. WPA's 1957 membership directory lists 440 member mills by states and by species and products available. Four full-color folders show finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Yon Building, Portland 4, Oregon.

104-B. ASPHALT ROOFING, ASBESTOS SIDING. Folder shows use of hurricane-tested asphalt roof shingles of square-tab design, and shows "wind-proof warranty." Booklet shows installations of Ruberoid asbestos clapboard siding. Ruberoid Co., Dept. SBS, 300 Fifth Avenue, New York 36, N. Y.

105-B. ALUMINUM PRODUCTS. Weather-Proof aluminum products are described in four folders: adjustable window awnings; triple-track combination double-hung windows; combination storm-screens doors; and combination storm-screen door with self-storage compartments. Weather-Proof Co., Dept. SBS, 1407 E. 40th Street, Cleveland 3, Ohio.

106-B. FIR PLYWOOD FACTS. Available to dealers and their employees, this home address book is sent to Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash. It is a 48-page, pocket-size fir plywood guide. It includes basic grade-use data, advantages, and much "know-how."

107-B. ALUMINUM WEATHERBOARD. A 24-page manual gives specifications and shows best methods of applying Lifeguard enameled aluminum weatherboard. Uses of backerboard and accessories explained. Lifeguard Industries, Inc., Dept. SBS, 2425 Gilbert Avenue, Cincinnati 6, Ohio.

108-B. WOOD KITCHEN CABINETS. The Dixie Maid line of wood cabinents for kitchen walls, bases, and corners come in birch, white, yellow, pink, green, blue. Brochure shows and describes all. Full-color Dixie Maid Kitchen jumbo postcards also available from Dixie Cabinet Co., Dept. SBS, Morrisville, Tenn.

109-B. WOOD AND MASONRY TOOLS. Catalog No. 66 in 40 pages shows and specifies the complete line of Hargrave tested tools. These include clamps, chisels, punches, masonry drills, and gasket cutters. Cincinnati Tool Co., Dept. SBS, 2006 Waverly Avenue, Cincinnati 12, Ohio.

110-B. PLASTIC WATER PUTTY. Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-6, Des Moines, Iowa.

111-B. WOOD WINDOWS. "For Happier Living" is a 24-page, full-color booklet that shows in photo and full-color pictures how to use Curtis Silennite and Style-Trend wood windows in both new homes and remodeling jobs. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

112-B. IRON RAILING AND COLUMNS. Folder explains installation of complete ornamental iron job for Do-It-Yourselfers, and lists parts required, and installation procedure. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

113-B. SASH ALUMINUM WINDOWS. Six-page brochure shows stock sizes of Alenco single-hung and double-hung aluminum windows. It shows common residential wall installations and lists specifications. Albertron Engineering Corp., Dept. SBS, 2501 Wroxton Road, Houston 5, Tex.

114-B. VENTILATORS. The Leslie line of ventilating specialties and gravity ventilators is covered in a catalog folder. Included are Leslie slant roof ventilators, vertical wall and triangular louvers, and wall and under-eave ventilators. Leslie Welding Co., Inc., Dept. SBS, 2943 W. Carroll Avenue, Chicago 12, Ill.

115-B. ALUMINUM WINDOWS. Colorful folders list specifications and sizes for Bellhouse aluminum awning and jalousie windows. They show installation details for use in concrete block, solid brick, brick veneer or frame walls. Bellhouse Windows, Dept. SBS, Okeechobee and Military Trail, West Palm Beach, Fla.

116-B. SHORT-LENGTH LUMBER. Four-page folder by John Reno lists ways lumber dealers can sell short lengths or use them to prefabricate such items as bedding and shade shelters. Uses illustrated include Gothic picket fences. Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

117-B. MOVABLE WOOD SHUTTERS. The Sun Air line of exterior movable louvers and shutters is presented in a 12-page booklet. It explains DIY shutter kits and choice of sugar pine or Phillip pine mahogany stock. Products Manufacturing Co., Dept. SBS, 1045 East 31st Street, Hialeah, Fla.

118-B. WOOD WINDOW WALLS. Complete line of Andersen wood window units for residential, institutional, and light commercial use is covered in detailed catalog. No. 2000 and a dealer merchandising kit. Brands and types of windows include Flexivents, casement, gliding, and double-hung Pressure-Seal units. Andersen Corp., Dept. SBS, Bayport, Minn.

123-B. BITUMINOUS SEWER PIPE. "Tips for Installing Orangeburg Pipe and Fittings" details problems encountered in varying types of soil and lists six tips on trenching and backfilling. It shows how pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

1-A. FLUSH DOOR INSERTS. Catalog shows Dixilite glazed inserts, Dixilouver door louvers, and Dixitran decorative plants. These flush-door inserts all are packaged for easy stocking and selling. Georgia Art Supply Co., Dept. SBS, 280 Garnett Street S.W., Atlanta 3, Ga.

2-A. RUST-RESISTANT NAILS. Pocket-size handbook gives specifications for rust-resistant Storm-guard nails, double-dipped in molten zinc. Shows #5 styles and sizes with chart of uses. W. H. Maze Co., Dept. SBS, 400 Church Boulevard, Peru, Ill.

1-L. WINDOW AND CASING. Consumer brochures show and describe the Altex Carolina aluminum vertical glide window unit and the Altex Alum-A-Wood combination aluminum and wood casing for flange-type windows. Altex Engineering Co., Dept. SBS, 120 Industrial Road, Summerville, S. C.

45-B. MORTAR CEMENT. "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. It includes ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

44-B. LAMINATED PANELS. Two folders present Novoply, stable, mosaic-textured wood panel of many uses, and Plankweld, prefinished hardwood plywood panels edge-grooved for easy wall installation. United States Plywood Corp., Dept. SBS, 55 West 4th St., N. Y. 36, N. Y.

43-D. FARM BOOK. Sixteen-page book shows uses of Celotex products in service buildings and homes. It includes detail drawings of application. For distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

3-A. PACKAGED DOOR INSERTS. Southern Door Lite Co., Inc., Dept. SBS, 46 Westland Boulevard S. W., Atlanta 10, Ga., offers a catalog that shows its lights, louvers, and plants for flush doors. Specifications included for Royalties, Royaliouvers, and Royalsplats.

1-K. METAL LATH, ACCESSORIES. Colorful catalog brochure shows and describes types of metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 922, Birmingham, Ala. Tables give fire test data and sound transmission loss for the partitions.

2-K. WINDOW, DOOR PRODUCTS. Vulco aluminum screens and jalousies, Caseking screens, Superior and Ideal storm sash, Dura-Bilt screen doors and combination storm doors, hardware and tools are described in the "Versatile Vulco" cata-

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log. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

39-B. METAL MOLDINGS. A 20-page catalog shows full line of Premier aluminum and stainless steel moldings and trim. It explains uses, application dimensions, and prices. Metal Trims, Inc., Dept. SBS, P. O. Box 1072, Youngstown, Ohio.

1-L. CEDAR-SHAKE PACKAGE. Literature describes a handy consumer package of Shakertown Clumac shingles, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on outside walls. Perma Products Co., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

34-B. PLASTIC-FINISHED PANELS. Full-color catalog pictures complete line of Marlite plastic-finished wall and ceiling hardboard panels. Shown are eight Woodpanel patterns; five marble patterns, and 11 Hi-Gloss colors. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

23-B. MASONRY WALL REINFORCEMENT. Bulletin gives specifications and shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked courses masonry wall, and wall with plaster. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

28-B. WINDOW SASH BALANCES. Sweet's Architectural File catalog shows installation and types of Caldwell clock-spring, Helix spiral, and Spirex spiral sash balances for residential windows. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

24-B. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. B, El Dorado, Ark.

20-B. PLYWOOD PANELING. "Harbor Plywoods for Homes and Valuable Inside Look" is a consumer brochure which shows installations of Harbor lapped siding, grooved panels, smooth panels, and Super Hardboard select cabinet panels. Harbor Plywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

HELPFUL BOOKLETS FREE!

18-B. WALLBOARDS. Colorful literature presents Plasteron's complete lines of laminated fiber wallboards, Lockaire Paintcote interior, and Asphaltic sheathing insulating boards. Free samples. Plasteron Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

15-B. LUMBER PACKAGING. "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet that explains how to protect lumber with paper for shipping, storage, and sales. American Sisalcraft Corp., Dept. SBS, At-tilboro, Mass.

14-B. TENSION SCREENS. New dealer sales manual outlines 22 reasons for using Tension-tite aluminum screens and shows photographs of a dealer making a sale, with his explanation to the customer. Rudiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

4-B. SHUTTER PANELS. Catalog No. 156 shows sizes of panels and opening widths for Fit 'n' Finish shutters. These are used in windows, doors, and for interior decorations. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas 6, Tex.

2-B. VITRIFIED CLAY PIPE. Concise folder describes advantages of Dickey Terra-Line pipe for house sewers and drains. It shows how built-in self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 282, Kansas City 42, Mo.

4-D. ASBESTOS-CEMENT PRODUCTS. Several brochures and folders—some in full color—show Cement No. 100 roofing shingles; Acme all-purpose board; Linewaterproof and Sheetflexx wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

5-D. PANEL WOOD WINDOWS. Brochure shows

how National panel windows are used as fixed picture units, large casement windows, single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

1-D. ASPHALT ROOFING, SIDING. Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given on strip shingles, insulation products, built-up and roll roofing and accessories. Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

1-G. ALUMINUM SCREEN. Burns aluminum tension screen, full-frame screen, and screen cloth are described in an envelope-size folder. Catalog sheet lists advantages of the aluminum frame unit. Consolidated Wire Products Co., Dept. SBS, 249 Spring Street S. W., Atlanta, Ga.

19-B. PANEL WINDOW UNIT. The Zuber Beau-Vue panel window unit is described in a two-color folder. It shows how this toxic-treated, ponderosa pine unit can be used singly, in groups, ribbons, and stacks. The folder also covers Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

13-B. INCINERATORS. Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data is given for fuel-fed, floor-fed, garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13932 Miles Avenue, Cleveland 5, Ohio.

1-F. ALUMINUM SCREENS. Loxreen catalog shows and describes aluminum tension screens, aluminum frame screens, extrusions, rolled form sections, and moldings. It shows how easy it is to install the screens. Display screen available. Loxreen Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

HOO-HOO Activities

FLORIDA: The advantages of treated lumber were seen by members of the **Greater Miami Hoo-Hoo Club No. 42** at their January 15 dinner meeting in Grandma's Kitchen. Mike Carr, manager of a local creosoting firm, showed the sound picture on wood preservation. After their Christmas party at the Firemen's Benevolent Hall, the Miami Cats had considerable food left over. President Martel called the Salvation Army to see if the food could be put to good use—and it was! SA welcomed the food since they were to receive 50 Hungarian refugees four hours later—at 6 a.m. . . . Members of **Tampa Hoo-Hoo Club No. 56** are catching up on their knowledge of wood-made wallboards. At the December meeting, the Cats heard Don Kay, Upson Co. sales representative, discuss and demonstrate laminated fiberboard. At the January meeting, they saw "The Weldwood House," sound color movie. W. W. Logan Sr. returned to the flock after a tour of the Pacific ocean. His son, Don Logan, resigned as secretary because he is establishing a new lumber business in Jacksonville. Ross Hayes is the new Tampa club secretary.

SOUTH CAROLINA: A certified public accountant, Wayne Showalter, updated **Columbia Hoo-Hoo** members on tax problems and procedures for businessmen at the December 17 dinner meeting in Henry's restau-

rant. Committee chairmen for Columbia Club No. 162 are: Program and Projects, Bob Rigby Jr.; Publicity, Doug Turner; Membership, John Awtrey; Attendance, D. F. Breckenridge.

GEORGIA: At the January 21 meeting of Atlanta Hoo-Hoo Club No. 1, back at the Cherokee Hotel restaurant, certificates of appointment by Supreme Niner Gene Madden for Jurisdiction IX were presented to Howard Brown (Buck) Watson, 52187, Georgia state deputy snark; Edgar Clifton Hill Jr., 52691, Atlanta vicegerent snark; and Donald L. Moore, 51631, regional deputy snark.

TEXAS: Fort Worth Hoo-Hoo Club No. 36 has been reactivated and become quite active since a December 7 dinner at the Flamingo Drive-In. Supreme Bojum Charlie Greef of Amarillo, 48435, presented the charter to the "new" group of 27 Cats. Officers include Russ Lamb, prez; E. L. Lewis, veep; Bill Graham, treas; Ned Markey, scribe; Ed Kirsch, tail-twister, and Howard L. Varner, board chairman. . . . Greef, Jurisdiction VII member of the Supreme Nine, has the enthusiastic assistance of these state deputy snarks in the Southwest: Kansas, Richard Hamilton; western Missouri, Robert Lawrence; Oklahoma, Kyle Duncan; northeast Texas, John Darnell; southeast Texas, Bill Russell, and At Large, Kent Merrill. . . . The **Corpus Christi Cats** have a bowling team. . . . The **Beaumont Club** is sponsoring a lumber sales training school. . . . The **Wichita Hoo-Hoo** recently were addressed by the lady president of the Midwest Sunbathing Assn.

MARYLAND: "Launching the Earth Satellite" was seen via color slides and film by members of **Hoo-Hoo Club of Maryland No. 100** at the Park Plaza Hotel in Baltimore on January 28. The speaker was Joseph Burghardt, assistant project engineer in charge of flight aerodynamics of the Glenn L. Martin Co.



HOO-HOO Ed De Motte is now general manager of the retail division of the West Lumber Co. in Atlanta, Ga., after serving as advertising manager for over one year. De Motte formerly served as managing editor of *Alabama Lumberman* and Southeastern manager of American Forest Products Industries, Inc. The West Lumber Co. has four retail stores serving the metropolitan Atlanta market.

Greatest freedom from shrinkage starts with Redwood itself—



Each unitized stack is made up of lumber in classifications according to green weight, and remains in the yard until moisture content reaches a specified range.



By the time lumber leaves the kiln, moisture has been pulled down to an average below equilibrium, and some surface moisture returned to stabilize equilibrium through each board.



See Sweet's Architectural File, or send coupon for your personal copy of this aid to redwood specification—and informative booklet "From Out of the Redwoods"

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—but it takes these extra steps in the manufacture of **PALCO Architectural Quality Redwood** to bring out this natural advantage

Redwood has less shrinkage and swelling—greater dimensional stability than any other domestic commercial wood—if it is properly dried. Drying down to about 28% moisture content merely removes free water in the wood cell cavities. The cell walls are still saturated.

Shrinkage starts at about 28% and continues until the point of equilibrium with air is reached. Air drying alone won't achieve this goal.

PALCO Certified Dry Redwood provides three extra steps to assure proper humidity uniformly distributed through each board.

- 1 Selective air drying up to 24 months according to green weight, bringing all lumber to a specified humidity range before it enters the kiln. (See example chart below).
- 2 Controlled kiln drying, depending on condition and thickness, from 6 to 25 days at specified temperature progressively applied.
- 3 PALCO goes one step further. When the center of the board approaches moisture equilibrium, surfaces are too dry, and would be distorted by re-absorbing moisture from air. PALCO Redwood is therefore left in the kiln for a final extra process to rebuild surface moisture to atmospheric equilibrium—producing the most stable lumber known. This is one of many premium PALCO features—at no extra premium in cost—and you know it will stay in place.

EXAMPLE: Selective air drying schedule for 2" lumber

Classification	Average Green Weight	Approx. Air Drying Time
LIGHT	3 lbs./bd. ft.	9 to 12 months
MEDIUM	4½ lbs./bd. ft.	12 to 18 months
HEAVY	6 lbs./bd. ft.	18 to 24 months

L-701

THE PACIFIC LUMBER COMPANY

100 Bush St., San Francisco 4, Calif.—Dept. SBS

Please send me without obligation:

- Reprint of Architectural File Bulletin outline specification data, PALCO Redwood patterns, sizes, grades, grains, etc.
 "From Out of the Redwoods"—colorful booklet showing how PALCO Redwood and Redwood Products are produced.

Name_____

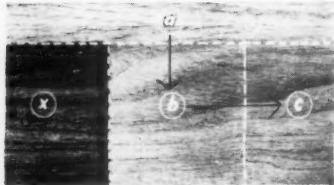
Title_____

Company_____

Address_____

City_____ Zone_____ State_____

PRODUCT PARADE



SETS RAW WOOD COLOR

Deft Natural Wood Fix is a coater that "sets" the natural color of the wood. It is not a finish coat but a non-wetting agent that holds the original color, according to Desmond Brothers, Dept. SBS, 1826 West 54th Street, Los Angeles 62, Calif.

The photograph shows the natural raw wood (a); two coats of Deft Wood Fix over raw wood (b); two coats of deft wood finish over the two coats of wood fix (c), and the darkening effect of conventional finishes over raw wood (x).

Write P47 on coupon on page 55.

MULTI-COLOR LACQUER

A lacquer emulsion composed of white, gray, and brown flecks to produce a multi-colored effect when sprayed over regular finishes has been developed by the Pittsburgh Plate Glass Co., Dept. SBS, 632 Fort Duquesne Boulevard, Pittsburgh 22, Pa.

Sprayed or brushed on walls, woodwork, furniture, or other surfaces, the lacquer's spatter finish hides imperfections. The entire first coat may be hidden through use of a special quick-drying emulsion sealer.

Write P48 on coupon on page 55.

LIQUID RUBBER PAINT

A new liquid rubber paint, APCO, can be used for painting anything from oil-treated shingles to steel boat hulls. Applied by brush or spray, it dries in 20 to 30 minutes. When correctly applied, it is expected to give 5 to 10 years of service.

Apco paint comes in pint, quart, and gallon containers and in 55-gallon drums. It is made by Adhesive Products Corp., Dept. SBS, 1660 Boone Ave., New York 60, N. Y.

Apco paint is said to be water-proof, unaffected by acid, alkali, or fungus, to stay flexible, and to resist oil, gasoline, naphtha, and other solvents.

Write P49 on coupon on page 55.

LADY'S PAINT BRUSHES

"Your personal paint brush, Madame!" keynotes the first paint brush line designed for women. The "Lady Sue" brush has a panelette-style handle with 100% Tynex nylon bristles. "Lady Sue" comes in five sizes 1", 1 1/2", 2", 2 1/2", and 3". The line is made by Superkleen, Dept. SBS, Princeton, Ind.

A self-merchandiser — with an actual brush held in a cardboard hand — displays an assortment of 48 brushes. The brush handles come in a choice of five pastel shades—alpine green, pink orchid, oriole, lupine blue, and flamingo.

Write P50 on coupon on page 55.

Products Company, Dept. SBS, Odenton, Md.

First pattern in this new line is Traditional Cherry. Formed in the Nevamar laminate for maintenance-free and carefree installation, it is available either in Burgundy cherry, a deep, red cherry, or in Sauterne, a soft beige cherry.

Write P52 on coupon on page 55.

EXPANSION RIVETS

Southco masonry rivets provide a tight, firm fastening of pipe, rain-spouts, aerials, and similar items to masonry surfaces in reduced installation time. They are made by the Southco Division, South Chester Corp., Dept. SBS, Lester, Pa.

Placed in a 1/4" diameter hole in the item to be fastened, the rivets are secured merely by hitting the pin with a hammer. The pin expands the shank of the rivet, deep in the masonry, to make a firm grip.

Write P53 on coupon on page 55.



EXTERIOR WOOD FINISH

An outdoor wood finish said to preserve the natural color and grain of the wood is announced by the Standard Tar Products Co., Dept. SBS, 2456 West Cornell Street, Milwaukee, Wis.

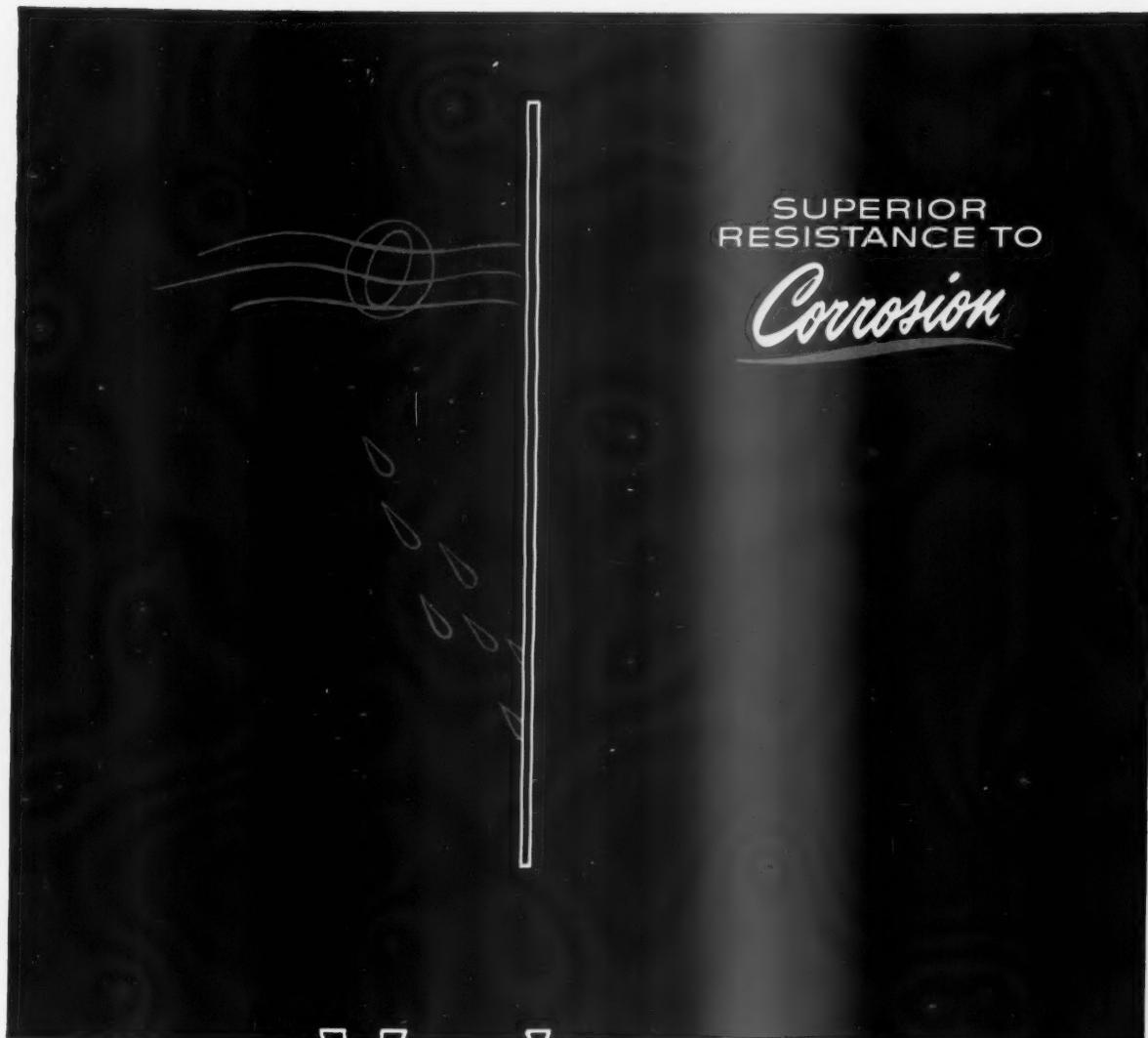
Called USOL Clear Grain, the finish is applied by brush, mop, or sprayer and needs no special heat or pressure treatment. It is said to protect against wood rot, fungus, insects, and weather. Non-volatile, it remains for years without evaporating or sealing the pores of the wood.

Write P51 on coupon on page 55.

WOOD-GRAIN PLASTICS

A new line of Nevamar high-pressure laminates, "Woods of Distinction," will be expanded to feature both domestic and foreign wood-grain patterns. Producer of this plastic surfacing material for walls and counters is the National Plastic





SUPERIOR
RESISTANCE TO
Corrosion

MONARCH METALANE WEATHERSTRIP

The prevention of metal corrosion—oxidation by union with oxygen—was always a serious problem in the manufacture of metal weatherstrip until Monarch developed and perfected MetaLane® more than 20 years ago. This advancement—probably the most important in the industry—resulted in the production of weatherstrip that effectively resisted corrosive and atmospheric attack... and at the same time created extra advantages impossible to obtain in other weatherstrip metals.

MetaLane is basically an aluminum alloy produced to Monarch's critical specifications for strength, resiliency, formability and hardness. After delivery to Monarch, it is inspected, cleaned and etched to attain its distinctive silvery color. Using a sulphuric acid® electrolyte, it is given an anodic oxide coating in a continuous-strip anodizing process, and finally, permanently sealed with a special lubricant. Although similar to an Alumilite finish, Monarch adds several other steps in the processing to increase even more MetaLane's

durability, serviceability and appearance. In addition to extreme resistance to corrosion① and atmospheric attack, MetaLane's hard②, smooth and glass-like③ silvery surface shows virtually no wear, won't stain or discolor, won't collect dust and dirt, and retains its protective characteristics for the life of the windows and doors on which it is installed.

Specify Monarch MetaLane Weatherstrip on any window and door units you buy or sell for the utmost in permanence, efficiency and value.

① "...the advantages of oxide coatings made in sulphuric acid electrolytes of certain concentrations... offered substantial improvement over other coatings."—"Anodic Coating Of Aluminum" by J. D. Edwards, Aluminum Company of America.

② "Coatings made in some... sulphuric acid electrolytes are brightest...are transparent and glass-like in appearance."—*Ibid*

③ "Smooth, hard coatings minimize surface corrosion."—*Ibid*
④ "...experience indicates that anodic oxide coatings will provide very effective protection against weathering and corrosive attack even for relatively long periods of exposure."—"Anodic Coatings On Aluminum" by F. Keller and J. Edwards, Aluminum Research Laboratories, *Iron Age*, Nov., 1946

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.

PLASTIC LADDER

Superior strength-to-weight ratio of lightweight metal ladders is combined with the non-conducting qualities of dry wood ladders in a new plastic ladder. It is made by the Putnam Rolling Ladder Co., Dept. SBS, 32 Howard Street, New York, N. Y.

This unusual combination makes the plastic ladders ideal for use in power and electrical work and for use in all types of weather.

The plastic used is American Cyanamid's Laminac polyester resin — the same used to line tank cars carrying chemicals.

Write P55 on coupon on page 55.

SEMI-GLOSS ENAMEL

The Glidden Co., Dept. SBS, Berea Road and Madison, Cleveland 2, Ohio, announces a new alkyd semi-gloss enamel, Spred Lustre. It is recommended for any interior surface where a durable, washable finish is desired.

Its color fastness and resistance to chalking make Spred Lustre suitable for outside uses. It is applied with brush, roller or spray equipment, without the usual primers.

Single-color decorating is possible because Spred Lustre colors match those of Spred Satin latex emulsion paint. Spred Satin is used on walls — and Spred Lustre on woodwork. Glidden's Dramatone Coloring System make 174 different color variations possible.

Write P56 on coupon on page 55.

ABRASIVE PAPER

The Coated Abrasives Division, Armour and Co., Dept. SBS, Alliance, Ohio, announces No-Load abrasive finishing paper, which is said to eliminate the problem of clogging of the surface during operation.

Such materials as paints, lacquers, and enamels load the surface of the paper with foreign particles, which build up to prevent the operator from gaining maximum paper usage. No-Load paper has a new and different coating to lessen this problem.

It has a tough, flexible backing, a new binder adhesive, and an improved method of electrostatic grain coating.

Write P57 on coupon on page 55.

SMOKE DOME DAMPER

In line with the trend toward fireplaces with two or more sides open, a new type of smoke dome damper

is announced by the Majestic Co., Dept. SBS, Huntington, Ind.

Offered in seven different sizes, the unit provides a scientifically engineered form around which masonry can be built. It allows the designer more freedom and permits the flue to be located in any one of eight possible positions. It assures proper draft control.

Square models for round or square hearths are available.

Write P58 on coupon on page 55.

ALUMINUM RAILINGS

Railings made of aluminum bring the cost for outside and inside decorative use down to the range of all, according to Trey Products, Inc., Dept. SBS, 21711 Republic Avenue, Oak Park 37, Mich.

Trey aluminum railings are maintenance-free. They are fastened by a method that eliminates need for welded joints, making assembly and installation a simple chore for the home-owner.

Trey makes three types — porch column, balcony, and double-pitch stair railings.

Write P59 on coupon on page 55.

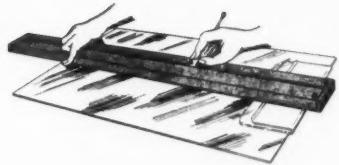
ELECTRIC COOKING TOPS

Modern Maid electrical cooking tops are designed to fit the same openings as gas units. The cooking tops are manufactured by the Tennessee Stove Works, Dept. SBS, E. 14th St., Chattanooga 2, Tenn.

Ovens, with doors of trapezoid-shaped glass panel for clear oven vision, feature an automatic cooking and broil unit placed under the oven for simultaneous broiling and baking. Optional is a motor-driven rotisserie.

The Super Thin four-unit cooking top is 3" deep. It fits into a standard 30" cabinet without loss of valuable drawer space underneath. The built-ins come in stainless steel or copper-tone porcelain accented with black wrought iron.

Write P60 on coupon on page 55.



GLASS SLICING TOOL

Randolph-Page, Inc., Dept. SBS, 175 Fifth Avenue, New York 10, N. Y., introduces a new product — Rap's glass slicing tool. Its specially designed spring base and slotted guideboard speed the cutting of glass of different thickness. The durable cutter comes in lengths of 22" or 42".

As the cutter is run down the slot, the glass slices itself or separates at a slight bend of the base. The board guides the cutter along a straight line. The base holds the glass at the needed pressure points.

Write P61 on coupon on page 55.

'QUALITY' SEALED WINDOWS

The single-hung Alenco aluminum windows of the Albritton Engineering Corp. of Houston now carry the "Quality Approved" seal of the Aluminum Window Manufacturers Assn. The Albritton firm was the first in the Southwest to join this organization of aluminum window producers.

The "Quality Approved" seal may be used by any manufacturer whose windows meet the engineered AWMA tests. These include use of quality materials, construction strength of sections, and minimum air infiltration as approved by the independent Pittsburgh Testing Laboratory.

The FHA and VA agencies ruled recently that only aluminum windows which meet the AWMA requirements would be approved for mortgages guaranteed or insured by these agencies. Get full details from Albritton Engineering Corp., Dept. SBS, 2501 Wroxton Road, Houston 5, Tex.

Write P62 on coupon on page 55.

POCKET DOOR HARDWARE

The McKinney Manufacturing Co., Dept. SBS, 1715 Liverpool Street, Pittsburgh 33, Pa., announces a line of sliding door hardware for all bypassing and pocket doors.

The line greatly reduces the dealer's inventory since a single hanger can be used to hang all doors that are from $\frac{3}{4}$ " to $1\frac{1}{8}$ " thick. Complete sets are packaged for openings 4', 5', 6', and 8' wide.

The deluxe set features an extruded aluminum track. The economy set has a track of rolled steel. Both have an adjustable nylon floor guide.

Write P63 on coupon on page 55.



Have you heard about THE DOOR NO ONE KNOCKS?



Another Quality Product of the

Rock Island MILLWORK COMPANY
of Course!

Creators of quality Millwork since 1868, Rock Island offers an achievement in interior door design — the Stationary Slat Louver Door. Milled from Western Ponderosa Pine . . . spiral hardwood dowel construction . . . moisture-resistant glue . . . 5/16" thick Slats, each securely mortised into Stiles for tight, rigid construction.

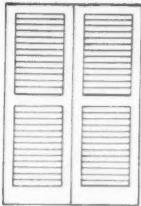
A Must for closet ventilation.

Highly Recommended for air-conditioned homes to permit room-to-room area ventilation while also providing dignified privacy.

Required — meets F.H.A. requirement for room where heating equipment is installed.

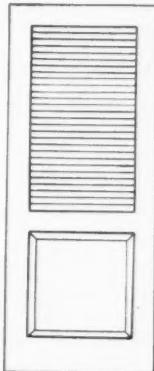
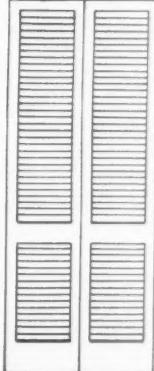
It's Easy to provide your Builders with the best when you insist upon receiving the Rock Island Stationary Slat Louver Door.

IF "RIMCO" Louver Doors are not available from your distributor, WRITE OR CALL OUR FACTORY DIVISION for the name of your nearest source of supply.



WINDOW BLINDS
DOOR BLINDS
LOUVER DOORS

Available in a wide range of Sizes and Designs.



FACTORY DIVISION

Rock Island



MILLWORK COMPANY

ROCK ISLAND, ILLINOIS

Manufacturers of: Rimco "Vent," Rimco "View," Rimco "Glide," Rimco "Slide," Rimco "Casement," and Rimco "Basement" Weatherstripped Wood Window Units . . . Styldor . . . "Combination" Styldor . . . Combination Storm Sash and Screen Units . . . Garage Doors . . . Plus, a Complete Line of Stock W.P.P. Millwork.



PRE-FIT WOOD WINDOW

"Style-Trend," a new type removable double-hung wood window unit, comes ready to install with screens and storm sash to fit. It is made in all popular sizes—for use in any type of wall construction—by Curtis Companies Incorporated, Service Bureau, Dept. SBS, Clinton, Iowa.

This pre-fit window unit is made of toxic and water-repellent treated ponderosa pine. It is equipped with new-design weather-stripping which reduces air leakage to a minimum. It has spring-type sash balances.

Style-Trend sash may be easel-primed during construction and safely stored until needed. Finish painting is easy and quick.

Write P64 on coupon on page 55.

MODERNIZATION KIT

A modernization kit is announced by Kwikset Locks, Inc., Dept. SBS, Anaheim, Calif. It is designed especially for conversion of old-style mortise locksets to modern locksets with trim plates.

The modernization kits are packaged in individual boxes, complete with template for positioning new holes, simple instructions for installation, and necessary screws. Each kit includes two trim plates, strike plate, and latch plate.

Only a hand brace, bit, and screwdriver are needed on most conversions.

Write P65 on coupon on page 55.

PACKAGED GAS CHIMNEY

A new packaged chimney, the Air-Jet "Style G," comes complete with dual wall smoke pipe and attractive top housing. It is manufactured by General Products Company, Inc., Dept. SBS, Fredericksburg, Va., and

approved by UL, VA and FHA.

The all-metal Air-Jet is available with five top designs in eight models and four smoke-pipe sizes. It weighs less than 100 pounds, and can be installed in 30 minutes. Attractive "Style G" top housings are easily converted for use with coal and oil heating systems.

Write P66 on coupon on page 55.

THE PANELESCENT LAMP

Sylvania has developed new applications of the Panelescent lamp for residential lighting. The device produces light by the principle of electroluminescence—the excitation of certain phosphors placed in an electric field. The lamp, .0025" thick, produces a uniform light without bulbs, tubes, filaments, or cathodes.

Sylvania offers seven applications for the home, three for the aviation and marine field, and one each for the automotive, communications, and photography fields. The lamps are available in green, blue, yellow-orange, white, or red.

The Panelescent lamp consists of porcelainized steel with a ceramic-phosphor coating. Chief advantages are its thinness, ruggedness, long life, and economy of operation. It is made by Sylvania Electric Products, Inc., Dept. SBS, Salem, Mass.

Write P67 on coupon on page 55.

LIGHT SEWER PIPE



Durable, economical, and lightweight. Those are characteristics of the new asbestos-cement building sewer pipe introduced by the Keasbey and Mattison Co., Dept. SBS, Ambler, Pa. It will not corrode or rot.

One man can handle a complete installation alone.

Produced in 13' sections, in 4" and 6" diameter, this pipe is expected to become popular for short-length, house-to-street sewer hookups. It also can be obtained in half-length sections of 6'6"—and with a complete line of asbestos-cement fittings.

Write P68 on coupon on page 55.

ADJUSTABLE THRESHOLD

National Guard Products, Inc., Dept. SBS, 540 Jackson Avenue, Memphis, Tenn., announces an aluminum adjustable threshold.

The adjustable threshold is designed and engineered for use in openings where different floor levels must be joined. The upper and lower members interlock, giving the best strength and appearance. The two-piece threshold is available in any length, drilled and countersunk, highly polished or mill finished. It will be anodized on request.

Write P69 on coupon on page 55.

CABINET POWER TOOLS

The Duro Metal Products Co., Dept. SBS, 2651 North Kildare Avenue, Chicago 39, Ill., announces an improved line of heavy-duty cabinet-model power tools for schools and industry.

The improved line incorporates the most modern, tested safety devices. Blades are protected. Belts, pulleys, and motors are completely hidden. Built-in switches offer safe and convenient control at the operating level.

The line includes a 6" belt and disc sander, 26" scroll saw, 6" jointer, 14" x 38" production lathe, and 15" band saw.

Write P70 on coupon on page 55.

PLASTIC WINDOW

A rigid, high-impact vinyl plastic window is announced by the Seiberling Rubber Co., Dept. SBS, Newcomerstown, Ohio. It is said to be shatterproof and nonflammable.

Called Seilon, the material used is a polyvinyl chloride. The maker says it is superior to glass in certain types of installations, such as chemical plants, where it is impervious to corrosive fumes.

Colored Seilon is said to reduce heat as much as 80 per cent.

Write P71 on coupon on page 55.

IMPROVED KITCHEN FANS

Stewart Industries, Inc., Dept. SBS, 320 E. St. Joseph Street, Indianapolis 2, Ind., announces two new Kitchen-Aire ventilators. The design of their new balanced, self-cleaning centrifugal impeller is said to increase their efficiency 43.5%.

Both ventilators are wall models—the single vent and the multiple vent—but they can be converted for roof installation. They are equipped with automatic spring-loaded back-draft damper and a thermal overload switch which cuts the cur-

Sell more glues in much less space!

New Weldwood® Adhesives Center holds a glue for every purpose

Complete glue department in 4½ sq. ft.

That's all the floor space you need to stock and display the four fastest selling types of adhesives. No wasted counter space! No wasted shelf space! Yet you have a complete, balanced stock of every type of glue you get calls for. So complete, you need no others.

"Self Service" Glue Selector Chart saves your salesmen's time!

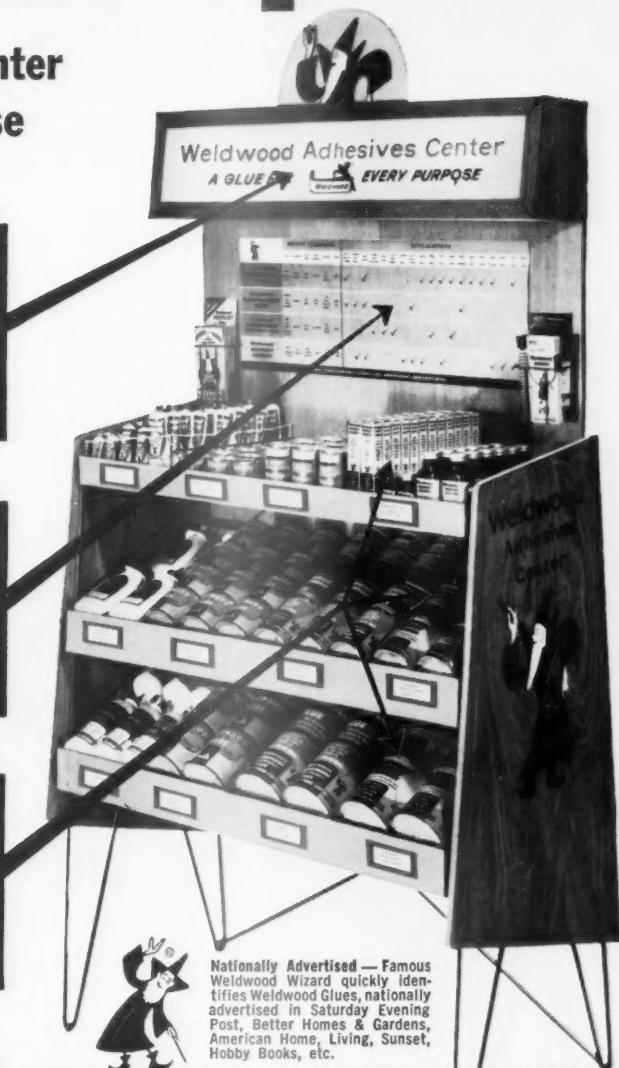
Your customers select, at a glance, the right glue, for the right purpose, in the right size. It answers all their questions about application, properties, even price. Virtually eliminates salesmen's time.

Carry less inventory! Sell more glue!

Because of the carefully balanced assortment, you're never overstocked in any one type. You're never stuck with "slow movers." You never lose a sale because you always have the right glue, in the right size. This merchandiser, made of birch plywood, with recessed lighting, turns your store into "glue it yourself" headquarters.

— Here's what you get by mailing coupon today:

	Size	Retail Price	Quantity		Size	Retail Price	Quantity
Weldwood	3/4 oz.	.29	24		3/4 oz.	.19	24
Contact	1 1/4 oz.	.40	24	Weldwood	1 1/2 oz.	.29	24
Cement	3 oz.	.70	12	Presto-Set®	3 1/2 oz.	.49	12
	Pint	1.45	8	Glue	9 1/4 oz.	.99	6
	Quart	2.45	6		Pint	1.79	6
TOTAL RETAIL VALUE 143.44							
Weldwood	3 1/2 oz.	.35	12	Your cost (at regular discount)		89.94	
Plastic Resin	8 oz.	.65	12	Special price on dis- play unit (value: \$40)		9.95	99.89
Glue	1 lb.	.95	6	Your profit		\$43.55	
Weldwood	1/4 pint	1.00	12				
Waterproof	1 pint	3.10	6				
Resorcinol Glue	1 quart	4.90	2				



Nationally Advertised — Famous Weldwood Wizard quickly identifies Weldwood Glues, nationally advertised in Saturday Evening Post, Better Homes & Gardens, American Home, Living, Sunset, Hobby Books, etc.

UNITED STATES PLYWOOD CORPORATION

Dept. SB52-7G, 55 West 44th Street, New York 36, N. Y.

Rush my Weldwood Adhesives Center, complete with assortment described on this page, at special price of \$99.89, delivered.

STORE NAME _____

MY NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

rent when a fire starts.

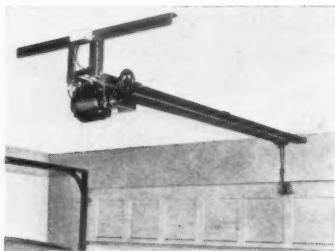
The multiple-vent KA-170 can ventilate two to three rooms.

An improved venturi reduces the air directional change in the single-vent KA-155 from 180° to 60° to minimize power loss. It is designed for operation from grille intakes or range hoods.

Write P72 on coupon on page 55.

GARAGE DOORS

The Calder Manufacturing Co., Dept. SBS, Lancaster, Pa., announces radio-controlled electric operators for its line of overhead sectional garage doors, and also a system of decorating the doors for individuality.



The electric operators are completely safe to use, since they stop automatically upon contact with any object or person, and rise immediately to the open position, preventing accident.

Great variety in garage doors can be created by home-owners themselves through use of Calder's diamond, round, or square rosettes and half-round strips.

Write P73 on coupon on page 55.

COATS CONCRETE FORMS

Form Kote is said to increase the life of wood or plywood concrete forms and to produce clean, smooth surfaces by preventing the concrete from adhering. It is made by Form Kote, Inc., Dept. SBS, 700 West Virginia Street, Milwaukee 4, Wis.

Form Kote penetrates the wood and produces a protective coating that is unaffected by scratches and other abrasions. Nor does the scouring effect of wet concrete remove the coating. It will not raise the grain of wood as will oil and it retards weather-checking even on old forms.

Write P74 on coupon on page 55.

BRASS DOOR KNOB

The Challenger Lock Co., Dept. SBS, 4865 Exposition Boulevard, Los Angeles 16, Calif., announces a new design in a solid brass, one-piece



seamless knob, called "Holiday."

Measuring 1 15/16" in diameter, the knob is available in Challenger's standard duty and 800 semi-heavy duty series, in all popular finishes.

Write P75 on coupon on page 55.

SLIDING CLOSET DOOR

The Metaloc Corp., Dept. SBS, 37-18 34th Street, Long Island City 1, N. Y., offers a sliding closet door that is guaranteed against warping.

Edged and framed with metal, the Metaloc doors have built-in expansion seams to absorb warpage. Surface materials are coated on the inside with a water-resistant urea adhesive to form a bond between core and surface and at the same time provide a complete vapor-barrier.

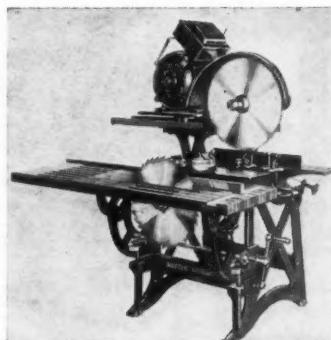
The doors are 1 1/8" thick. Faces are Masonite Duolux, genuine three-ply mahogany, or combination of the two. The doors are ready to install, complete with steel track, nylon rollers, pulls, and floor guide.

Write P76 on coupon on page 55.

HOME WORKSHOP

The Master Woodworker combines 12 machines in one. It is made by the Master Woodworker Manufacturing Co., Dept. SBS, East Fort at Brush, Detroit 26, Mich.

This complete home workshop is equipped with an overhead radial saw and underslung ripsaw. It handles such jobs as crosscutting, ripping, jointing, dadoing, routing, planing, boring, plowing, sanding,



rabbeting, mitering, moulding, band sawing, mortising, tenoning, grinding, matching, stair routing, side door jamb, and jack rafter cut.

A complete specification sheet is sent on request.

Write P77 on coupon on page 55.

WALL JACK

With the aid of the Proctor wall jack, two workmen can lift 2,000-pound walls to perpendicular without effort. The jack is made by the Proctor Products Co., Dept. SBS, 16202 Sixth Avenue N. E., Seattle 55, Wash.

With its "safety stop" attachment, the wall jack holds the upright wall firmly in place for nailing, moving, or bracing — even in high winds.



Workmen stand back from the wall while jacking it up so there is no possibility of accident.

Write P78 on coupon on page 55.

PACKAGED HEAT PUMP

A new Heat Pump Weathermaker, which uses outdoor air or water as a source of heat, is made by the Carrier Corp., Dept. SBS, Syracuse 1, N. Y. It is divided into two units with an indoor unit little larger than a room air-conditioner.

The advantage of this two-piece design is cost and space reduction plus installation flexibility. The Weathermaker can be placed in an attic, basement, or the top of closet.

For winter heating, the Weathermaker uses electro-mechanical energy to take heat from outside air or water into the building. For summer cooling, the climate pump uses electro-mechanical energy to discharge heat from inside of the building to the outside.

The 5 HP model will be used for residences and small commercial buildings.

Write P79 on coupon on page 55.

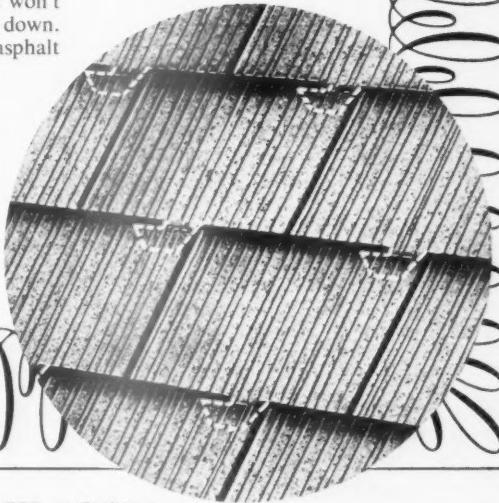
WIND **WARRANTY**

RUBEROID **LOK-TABS** NOW CERTIFIED
AGAINST BLOWOFFS FROM
HURRICANES, CYCLONES, TORNADOS!

NEVER BEFORE ROOFING SALES FEATURE LIKE THIS!

Ruberoid Lok-Tab asphalt shingles now give you the most powerful selling feature ever — *a written warranty against wind damage*. Properly applied Lok-Tabs won't blow off in windstorms because they're locked down. We will back this claim in writing. No other asphalt shingle gives you this powerful selling feature.

NATIONAL ADVERTISING on this exclusive Lok-Tab feature is pre-selling homeowners now in Life, Better Homes and Gardens and Good Housekeeping. Get your share of this business. Display Lok-Tabs. Feature them in your own advertising. Show every prospect how Lok-Tabs lock. Sell the new Wind Warranty. See your Ruberoid representative today. Learn how you can join the Lok-Tab profit parade.



HERE'S HOW THEY LOCK!

The secret of Lok-Tabs is these two hidden tabs that interlock with the shingle below to hold the butt down securely. Thousands of Lok-Tab roofs have been storm-tested safely in the hurricanes of '54 and '55. Lok-Tabs performance — now backed by Ruberoid's written Wind Warranty — is the most powerful selling story in asphalt roofing today!

RUBEROID

ASPHALT AND ASBESTOS BUILDING MATERIALS

PRODUCT BRIEFS

PAINT REMOVER. Wet Wash is a new paint and varnish remover that can be washed off with cold water. It is fast on all types of finishes, including baked enamel. It removes dirt, wax, grease, and oil. It is non-flammable. John W. Masury & Son, Inc., Dept. SBS, 1700 Bayard Street, Baltimore 30, Md.

Write P80 on coupon on page 55.

WOOD FILLER. The G. J. Liebich Division of the National Chemical and Manufacturing Co., Dept. SBS, 3617 South May Street, Chicago 9, Ill., offers application instructions and a sample can of wood filler. To remedy a defect in marred wood, the user scrapes a putty knife across the filler and presses the accumulation into the defect. At 70 degrees F., the filler dries in one to three hours.

Write P81 on coupon on page 55.

STIPPLE PAINT ROLLER. The Arasco-Foam stippler is a paint roller that produces an attractive stipple effect, using any type of paint. Made of long-wearing polyester foam, the stipple covering is permanently attached to a wood core. The roller runs on nylon bearings and fits the regular $\frac{3}{8}$ " aluminum Flip-Lock frame. The stippler slips off for easy cleaning. Arasco American, Inc., Dept. SBS, 3308 Edson Avenue, New York 69, N. Y.

Write P82 on coupon on page 55.

LIGHTWEIGHT POINT DRIVERS. Red Devil Tools announces that its DP1 and DP2 automatic point drivers are made of die-cast aluminum rather than heavy cast iron, to permit even faster sash glazing and less operator fatigue. Nylon bumpers on the forward part of the ram permit replacement simply by removing the guide plate. Write Red Devil Tools, Dept. SBS, 2400 Vauxhall Road, Union, N. J.

Write P83 on coupon on page 55.

NON-GLARE COATING. "SE-459" non-glare blue transparent is a new coating tint for glass, offered by Everscale Mfg. Company, Inc., Dept. SBS, 252 West 57th Street, New York 19, N. Y. Brushed or sprayed on, this coating retains the transparency of glass but filters the glare and heat rays from the sun. It will withstand repeated washings.

Write P84 on coupon on page 55.

CONCRETE FLOOR PAINT. The Carcyn Chemical Co., Dept. SBS, Riverdale, Md., announces a new concrete floor paint — Tuff Stuff. It is said not to blister, flake, peel, or damage from dampness on concrete floors. Tuff Stuff must be cut

with cold water before application. It comes in quarts and gallons in a choice of red, green, light grey, and dark grey.

Write P85 on coupon on page 55.

POCKET-SIZE SAW. A versatile pocket-size saw that cuts timber, plywood, non-ferrous metals, and plastics is announced by Varco, Dept. SBS, 91 Broadway, Jersey City, N. J. Imported from France, the saw has a wire-like blade of flexible silicon-steel, with double spiral teeth that never clog during use. Handles are two steel rings that attach to both ends of the $1\frac{1}{2}$ " blade.

Write P86 on coupon on page 55.

LUMINOUS CEILING. Used in making Luma tie panels, a new type of plastic material makes it possible to install an over-all luminous ceiling under sprinkler systems. In case of fire, the plastic panels shrink and drop out so as not to interfere with sprinkler operation.

Write P87 on coupon on page 55.

STURDIER LEVEL. Dropping has no effect on the crystals in the Empire Magnified Crystal Vision levels. The crystals remain intact, with bubbles true, due to shock-absorbing mounts. The vial fluid has a luminosity factor to make readings easier. Empire Level Manufacturing Co., Dept. SBS, 10930 W. Potter Road, Milwaukee 13, Wis.

Write P88 on coupon on page 55.

LOW-COST DOOR STOP. The Brentwood Manufacturing Co., Dept. SBS, 4204 37th Street, Brentwood, Md., offers a new product to retail for 98 cents to check fast closing of doors. The door stop is installed easily and quickly, without adjustments, to provide quiet door closing. It is made in several colors.

Write P89 on coupon on page 55.

CONCRETE MIXER. The Muller Machinery Co., Inc., Dept. SBS, Metuchen, N. J., has added a non-tilting concrete mixer to its line. The drum measures 36" in diameter by 27" wide. It has a capacity of $3\frac{1}{2}$ " cubic feet of mixed concrete, plus 10% overload. The discharge opening is 14".

Write P90 on coupon on page 55.

LAWN MOWER. The Eversharp model 146 self-propelled rotary lawn mower is said to offer the easiest type of control. Lifting the handle starts the 22" mower. Lowering the handle stops it. Midwest Mower Corp., Dept. SBS, 4927 Delmar Boulevard, St. Louis 8, Mo.

Write P91 on coupon on page 55.

FOR MORE INFORMATION on the new products briefly described here, just fill in and mail the handy coupon on page 55 of this S-B-S. Be sure to include numbers of all items wanted — and your complete mail address.

ROD AND SHELF BRACKET. Designed to support a closet shelf and securely hold the clothes rod, an inexpensive steel bracket is offered by the McKinney Manufacturing Co., Dept. SBS, 1715 Liverpool Street, Pittsburgh 33, Pa. Two brackets suffice for a 4' closet. A wood or metal rod of diameter up to $1\frac{1}{8}$ " is used in the rod holder.

Write P92 on coupon on page 55.

EXPANDABLE SHELVING. X-Panda Shelf is an expandable aluminized steel shelf. Various sizes fit closets from 18" to 42" by telescoping in or out. The shelf is 14" deep. It fits on metal wall supports that are supplied in pairs for each shelf. Home Comfort Manufacturing Co., Dept. SBS, 3300 North Adams Street, Peoria, Ill.

Write P93 on coupon on page 55.

VINYL FLOORING. The Armstrong Cork Co., Dept. SBS, Lancaster, Pa., announces Estate Corlon, a new vinyl plastic flooring, in 30" widths for use on matching counter tops. The counter-top type also is made in 42" widths. The roll goods are available in two-yard width for professional flooring installation and 24" width and 9"x9" tile for the Do-It-Yourself market.

Write P94 on coupon on page 55.

GAS VENT. The Van-Packer Corp., Dept. SBS, Bettendorf, Iowa, makers of the Van-Packer packaged masonry chimney, have introduced a gas vent. The vent can be used with all gas-fired appliances, except incinerators, requiring 3" to 7" I. D. flues. Flue sections are constructed of $\frac{5}{8}$ " fire clay tile with fluted outer edge enclosed in a cement-asbestos jacket. Section joints are sealed with an acid-proof, leak-proof joint cement and secured with aluminum drawbands.

Write P95 on coupon on page 55.

SUMP PUMP. Milwaukee Faucets, Inc., Dept. SBS, 313 East Reservoir, Milwaukee 12, Wis., has introduced the Milwaukee Economy sump pump. It is equipped with a G-E $\frac{1}{4}$ -HP motor, has cast-iron base, and steel column and shaft. Other features are Oilite bearing, three-wire cord and plug with adapter for two-wire outlet, and nylon impeller for quiet operation.

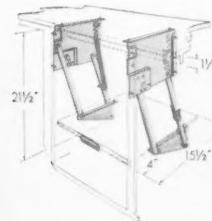
Write P96 on coupon on page 55.



NO. 411 LIFT-A-SHELF HARDWARE

SWINGS INTO ACTION *in an instant*

Brings easy convenience to centers of action in the home. Another Acme "build-in" work-saver that keeps often-used appliances out of sight, but handy. Builders appreciate the quick, easy installation and the foolproof design.



- **LESS INSTALLATION TIME** — fewer screws to install. No shelf bracing.
- **LESS SPACE REQUIRED** — hardware requires only $\frac{1}{2}$ " clearance on each side.
- **UNLIMITED SHELF WIDTH** — fits any Cabinet opening.
- **SMOOTH, EASY-TO-USE** — four-point spring adjustment for balanced tension.
- **NOISELESS OPERATION** — quietly moves up or down with fingertip effort.
- **AUTOMATIC LOCKING** — integral part of hardware . . . eliminates separate trigger mechanism and assembling . . . releases with slight upward pressure.
- **SOLID WORK PLATFORM** — locks in position.
- **GREATER VERTICAL CLEARANCE** — gives more headroom for appliances when opening and closing.
- **NEAT, STURDY CONSTRUCTION** — less hardware showing when in use. Strong electrolytic zinc-plated steel. No parts to wear out.
- **MANY USES IN THE HOME** — as platforms for Food Mixers, Sewing Machines, Typewriters, Record Players, etc. Conveniently out of sight when not in use.



ACME APPLIANCE MANUFACTURING CO. 35 South Raymond Ave., Pasadena 1, Calif.

© 1956 Acme Appliance Manufacturing Co.

SILENT SALESMEN

CERAMIC TILE

A full-color catalog presents Styron ceramic tile for walls and floors in a variety of patterns. All colors in Styron bright glazed, matt-glazed, crystal-glazed, unglazed porcelain, and unglazed natural clay tiles are shown. Sizes and specifications are given for tiles of various use.

Styron's "sure space" feature tabs which guarantee consistent space between each tile as it is laid, are illustrated.

Contact: Styron Corp., Dept. SBS, Florence, Ala.

BOLT AND NUT GUIDE

A handy indexed price list of standard bolts, screws, and nuts is offered in the form of a wall chart.

By pulling up the tab for each type, the user is immediately presented a chart of lengths, diameters, and prices. The chart includes square nuts; finished nuts; lag bolts; heavy hex nuts; stove bolts; cap screws; machine screws; elevator, plow, and step bolts; carriage bolts; or machine bolts.

Contact: Russell, Burdsall and Ward Bolt and Nut Co., Dept. SBS, Port Chester, N. Y.

ALUMINUM SCREEN RACK

This tubular aluminum display rack for Opal insect wire screening is double-sided for compact storage and display. It has five shelves and will hold 10 rolls in widths from 26" to 36". Reserve storage is provided for additional rolls.

Desired lengths can be measured on the rack since footages are marked.



ed along one edge of every roll of Opal aluminum, bronze, or galvanized steel screening. The display requires a 25" x 39 1/2" floor space.

Contact: New York Wire Cloth Co., Dept. SBS, York, Pa.

REMOVER DISPLAY KIT

A new demonstration counter kit permits the dealer to show customers how Zip-Strip paint and varnish remover "bubbles-off" old paint in minutes. The kit takes only 9" x 14" of counter space.

Twelve quart cans of Zip-Strip for the dealer price of 11 cans is offered with the demonstration kit. It includes 24 free customer samples and 12 give-away "how-to-refinish" booklets.



Dealers can also show how one application of Zip-Strip removes up to 10 coats of paint or varnish, leaving the surfaces clean and ready for an immediate refinish.

Contact: Star Bronze Co., Dept. SBS, Alliance, Ohio.

WALLPANEL DECALS

New waterless decal stickers effectively advertise Marlite plastic-finished wallpanels. The decals are neat and easy to apply to the outside of window and door glass, display walls, or counter fronts.

About 5" x 9", the pressure-sensitive adhesive stickers require no soaking or wiping up. They set firmly and are unaffected by surface washing.

Marsh Wall Products, Inc., also have made available "Marlite — Especially for You." This 20-minute sound-slide color film does a "selling job" on Marlite's quality, completeness of patterns, and adaptability to every type of interior wall.

Dealers can book the film for exhibition to builders, mechanics, clubs, and other groups.

Contact: Marsh Wall Products, Inc., Dept. SBS, Main and Harger, Dover, Ohio.



LOCK DISPLAY MOUNTS

Two new lock display mounts are available from the Western Lock Manufacturing Co.

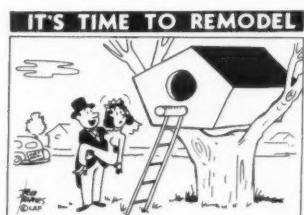
The No. 1D mount (above) shows a complete line of Weslock cabinet knobs, pulls, and backplates to match the 500 Concave, 900 Sunray, and new 800 Sunray DeLuxe series locksets.

The No. 82C mount displays the cabinet knob, pull, and backplate for the new Sunray DeLuxe lockset line—with harmonizing escutcheons.

Contact: Western Lock Mfg. Co., Dept. SBS, 211 N. Madison Ave., Los Angeles 4, Calif.

REMODELING AD ART

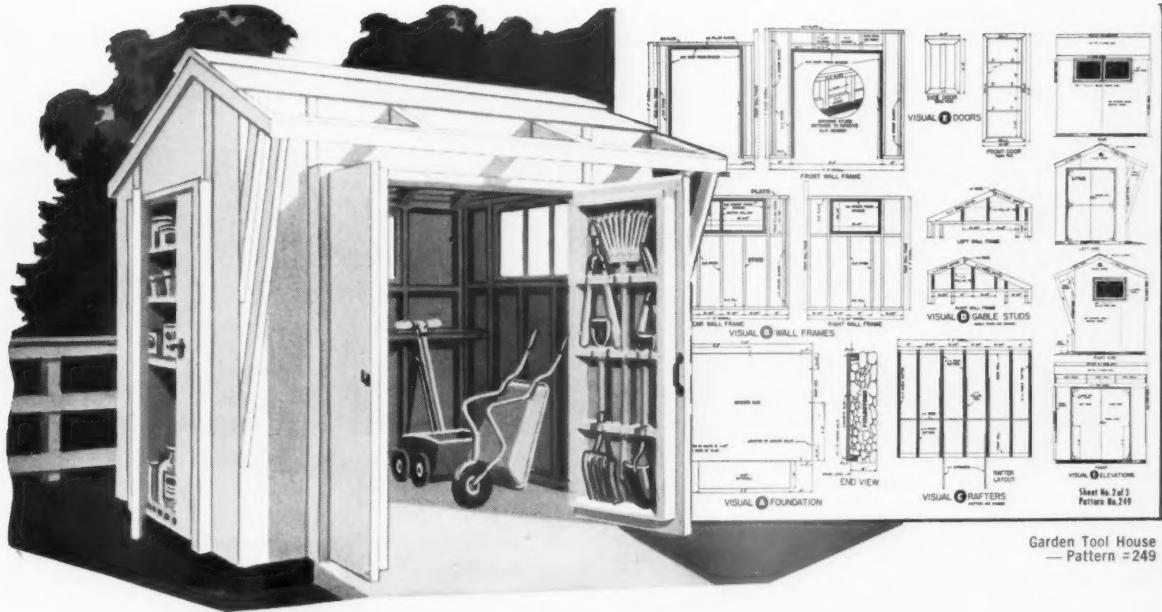
"It's Time to Remodel" is the title of a new series of 52 cartoons aimed directly at the home improvement market. They are available to help dealers point out to newspaper readers the need for remodeling kitchens, bathrooms, and other home rooms.



Cartoons from the new and previous series illustrate uses for nearly every item or service handled by building supply dealers. Newspaper mats of these cartoons come in either one- or two-column sizes to fit any advertisement of three column inches or more.

Free cartoon proofs and service details are available.

Contact: David Lilly Cartoons, Dept. SBS, Box 167, Long Beach, Calif.



Garden Tool House
— Pattern = 249

The Power of the Pattern

STEP #1. A man learns to drive a car. **Step #2.** He soon buys a car. **Step #3.** He buys some accessories. **Step #4.** He is now a year-round customer for gas, oil, tires, batteries, car service in general.

STEP #1. A woman learns to sew. **Step #2.** She buys needles, thimbles, thread, fabrics, patterns, a sewing machine. **Step #3.** Each new dress makes her a prospect for new gloves, hat, purse, shoes. **Step #4.** She is now a year-round customer for a whole range of patterns, fabrics and accessories.

In each case, a chain reaction got started. It started with a new kind of **know-how** — a method, a pattern, for doing something different and interesting ... And here's where the Lumber Dealer enters the picture.

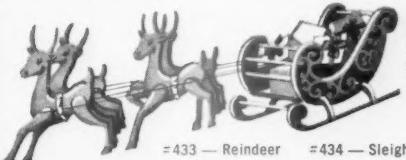
STEP #1. A man — or woman — discovers Easi-Bild* Patterns and immediately realizes that he can "build something" — *easily and professionally*. **Step #2.** The pattern tells him to go to his Lumber Dealer and buy some lumber, some Homasote, some nails, some paint — the full order is completely detailed. He does. **Step #3.** He builds a lawn chair, a chest, a bookcase, a tool shed. He suddenly discovers that he's actually "good" at putting building materials together. **Step #4.** He is now a year-round customer for new and ever bigger projects — with new patterns, new bills of materials. *And Step #5.* He talks about his new **know-how**, exhibits his handiwork, crows over his achievements and tells his neighbors about his new friend, You!

Chain reaction. Help someone to help himself — with a new kind of **know-how**, a new pattern for doing something; you create new business for yourself. In this case, it's good, steady, year-round, bread-and-butter business. (For the last quarter of the year, it's a life-saver.) That's the power of the pattern.

So — Mr. Lumber Dealer — here are the steps you take. **STEP #1.** Stock and display Easi-Bild Patterns. You sell them at a profit. You are already stocking all the materials they call for. **Step #2.** Mail to all your customers (and to Box Holders) a one-sheet catalog folder. It suggests 250 interesting projects and invites prospects to come to you for patterns, advice and materials. **Step #3.** Place the 64-page Easi-Bild Pattern Catalog (bearing your imprint) in schools, hospitals, doctors' and dentists' waiting rooms, barber and beauty shops, club rooms, police stations and fire houses. **Step #4.** Advertise your Pattern Department in the newspapers. (Homasote supplies the mats.) **Step #5.** Display special samples — on a schedule we supply — so as to tie in with our national advertising. (Our advertisements pull inquiries; we send you the names in your territory.)

Easi-Bild Patterns are widely featured, the year around, in syndicated newspaper articles and in the leading national magazines. They are the first and finest of building patterns; they parallel Homasote in quality, prestige and professional **know-how**.

Your Homasote Jobber or Representative is ready to give you all the facts about this fully-tested program. Get them now. Get the power of the pattern working for you this month. It costs very little to put this profitable salesman onto your payroll. What are you waiting for? If you prefer to write us direct, kindly address your inquiry to Department B-20.



*T.M. Reg. Easi-Bild Pattern Company

HOMASOTE COMPANY

TRENTON 3, NEW JERSEY

ASSOCIATION ACTIVITIES



Dealer Clinics Click at 69th Southwestern Convention

CLINICS DOMINATED the program of the 69th annual convention of the Southwestern Lumbermen's Assn. in Kansas City, Mo., January 23-25. After hearing four panels of dealers in the three days and watching motion pictures and slides, the delegates were impelled to these conclusions:

Mechanical handling equipment soon pays for itself except, perhaps, in the small yard.

This generation of lumber and building supply dealers who were trained only in price technique, now must learn to be profit-conscious.

Dealers must tune in "the voice of the people" — or customers — as that is the most important voice they will hear.

One featured speaker definitely implied to his audience that he believes the current real-estate boom has about run its course.

In spite of normal Southwestern convention weather — and normal SLA weather is vicious — registrations again exceeded 3,000. (But the consistent coincidence of convention dates with snow, ice, slush, and low temperatures now prompts



Dealers who contributed to two of the four dealer clinics featured at the Southwestern convention are seen in these exclusive S-B-S photographs. The group standing above participated in the "Profit Management" clinic. From left, they are Charles E. Woods of El Dorado, Kan.; Fred Stephenson of Chickasha, Okla.; Carl R. Johnson, CPA of Oklahoma City; Jess Davis of Tulsa, Okla., moderator; Paul Hollenbeck of Burbank, Calif.; G. E. Hemphill of Carthage, Mo.; and Orlie Coulter of Ardmore, Okla.

The group seated above took part in the materials-handling clinic. It was moderated by Jack Salmon, *Building Supply News* editor. From left, this quintet includes Gorver Harrison of Richmond, Mo.; Dale Taylor of Kansas City; Lawrence Kibler of Topeka, Kan.; and Ed Porter Jr. of Garden City, Kan.

The 50 lumbermen who attended the "old timer's" luncheon of the 40 Plus Club are seen in the picture below. Anton K. Westh of K. C., presided.

serious consideration of moving the 1958 SLA convention into March.)

This year's Southwestern merchandise show was the usual sell-out.



Displays of 184 manufacturers and distributors completely filled the lower floor and balcony of Municipal Auditorium, which also housed business sessions.

President J. R. Grobemeyer of Little Rock, Ark., told the convention that hundreds of dealer members have reported how they have lowered overhead, improved management and service, and upgraded personnel, through new association services. He added:

"I can tell you that under Ken Milliken's leadership, this is the most progressive association of its kind in America. Since he has been here, there has been a revitalized program started the like of which I have never before witnessed."

Milliken, the association executive vice-president, followed Grobemeyer with a detailed report on Southwestern convention services and activities.

Roy Wenzlick, St. Louis real-estate forecaster, said he expects general business to be good this year because of anticipated new record disposable income. He expects total construction to equal 1956, but residential starts to drop to a possible total of 900,000.

Money is tight, Wenzlick explained, "because we have spent too much and saved too little." But it is better to slow down to a normal pace than overbuild the market to the point of major readjustment, he said.

The clinic on mechanized materials handling, moderated by William J. Salmon of *Building Supply News*, began with an educational film by the Hyster Company. Some comments of the panelists:

W. W. Richardson, *Spartan Lumber and Hardware Company, Inc.*, Tulsa, Okla. — "Our yard is nearly 40 years old and an expert said we'd have to rebuild. However, we started in with a 2,000-pound fork-lift, we've had to change the yard very little, and I believe the lift paid for itself the first year. We now have a 6,000-pound unit, too!"

Ed Porter Jr., *Porter Lumber Company, Garden City, Kan.* — "When we got our fork-lift, we didn't have to make any changes except for some surfacing. Without the lift, we would need more personnel. This way, we do it the easy way and personnel is happier."

Lawrence Kibler, *Whelan Lumber Company, Inc.*, Topeka, Kan. — "We made some yard changes when we started using a fork-lift, for we found we'd been doing things about as poorly as possible. Using a fork-lift for the same inventory, you find you need more room on the ground."

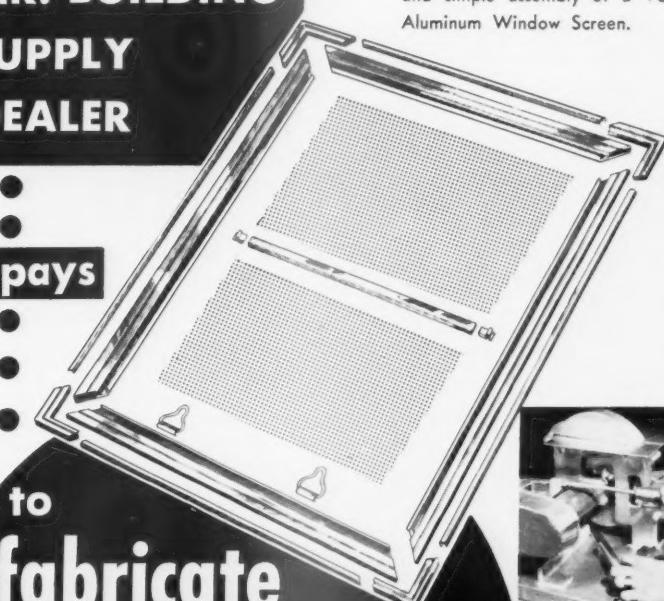
Grover Harrison, *Harrison Lumber and Farmers Supply, Richmond, Mo.* — "We've done nothing to our yard. As far as we're concerned, the fork truck paid for itself easily. I don't mean we would not like to

MR. BUILDING SUPPLY DEALER

it pays

to
**fabricate
and sell--
Vulco ALUMINUM
SCREENS and
DOORS**

This is an exploded view of the parts and simple assembly of a VULCO Aluminum Window Screen.



VULCO electric saw miters channel correctly, easily and quickly—anyone can become expert after a few tries.



VULCO Aluminum Inserts are easily placed in position and presto! a super-strong corner.



With screen wire in position, roller locks wire in frame; add spline, and VULCO window screen or door is complete.

A Few Tools, a Few Component parts ... VULCO "Know-How" and YOU'RE IN BUSINESS! In slack seasons, switch your idle labor to fabricating VULCO Aluminum Screens and Doors.

BUY
FROM

Vulcan
METAL PRODUCTS, Inc.
2801 6th Avenue, South
Birmingham, Ala.
NEVER your COMPETITOR

A Leader in the Industry since 1945
Member: "National Association of Manufacturers"
"Frame Screen Manufacturers Association"
QUALITY GUARANTEED — MAIL COUPON TODAY



To: Vulcan Metal Products, Inc., Dept. SBS

2801 6th Avenue, South
Birmingham, Alabama

Please send me complete information about VULCAN Quality Products and VULCAN Service. No obligation.

NAME _____

ADDRESS _____

CITY _____

STATE _____

Sales Offices: Atlanta, Ga.; Birmingham, Ala.; Boston, Mass.; Chicago, Ill.; Houston, Tex.; Kansas City, Mo.; New Smyrna Beach, Fla.; Summerville, N. J.; York, Pa.

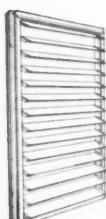


"... so we spent our
honeymoon looking for
a GOOD DISTRIBUTOR!"

GOOD DISTRIBUTORS ARE HARD TO FIND!

If you are a good distributor, you will find it profitable to investigate the name HALLRITE. Along with this name comes a complete line of quality jalousies, awning windows, jalousie doors, tub enclosures and patio doors. We'd like

to tell you about the advantages of dealing with HALLRITE. Mail the coupon below and get the complete story.



MAIL THIS COUPON

HALLRITE WINDOW COMPANY

3150 E. 11th Avenue, Hialeah, Fla.

Please send me complete information about available HALLRITE distributorships.

Name _____

Address _____

City _____ State _____

make changes, but we're handling more business with this lift, without spending a lot of money."

Dale Taylor, *Cash Bargain Lumber Company, Kansas City, Mo.*—"When we got a fork truck in the yard I could readily see the advantages. We now have two units and use them for unloading. But we must first unload onto a truck, as freight cars are spotted three blocks away."

In the second clinic, a breakfast meeting on "Profit Management," Jesse D. Davis, district manager of the Long-Bell Division of the International Paper Co., Tulsa, Okla., substituted as moderator for Don Campbell, who was unable to attend because of his wife's illness.

A capacity audience applauded vigorously after seeing a 45-minute movie provided by the U. S. Gypsum Co., entitled "Profit Management," including a take-home follow-up guide.

Davis introduced the panel and then called on Paul R. Hollenbeck, president of the Lumber Service Company of Burbank, Calif., who said that the big mistake in the lumber business was made years ago. "Basic training was the same for all of us," he continued, "but conditions are now changed and now you have to change. We were never taught to be profit-conscious — emphasis was on sales. So, today, our principal problem is a price fear."

"Merchandising Planned for Profit," the third clinic, brought together Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermens Assn.; Robert V. Blackstock, H. W. Blackstock Co., Seattle, Wash., and Roy V. Winters, president, National Plan Service, Inc., Chicago, Ill.

Blackstock said his retail firm conducts 32 how-to-do-it classes annually and charges \$2.00 admission each. He has had 6,500 persons attend such classes, which have been "most instrumental in selling much merchandise." He added:

"You must have a basic philosophy to succeed in this business and you must want to make a profit. How many here know anything about people? People tell you things if you listen. People buy what they want. I personally stopped people in my own survey and asked questions and found few knew the purpose or use of the merchandise we sell. You have to realize things can be done, that this business is good, and want to have a good time in your business."

With many illuminating comments, Jones showed slides on display improvements in two small stores to demonstrate "how to face-lift a store without going broke." He continued:

"You must listen to the voice of the people, as Bob Blackstock said. It is the most important voice you will hear and it will help you get

New SLA Officers

J. W. Dutton of Ponca City, Okla., was advanced to the presidency of the Southwestern Lumbermen's Assn. to succeed J. R. Grobmyer. The new vice-presidents are: first, W. M. Robinson of St. Louis, Mo.; second, D. J. Fair of Sterling, Kan.; third, James H. Wiseman of Searcy, Ark.

New SLA directors by states are: KANSAS — F. E. Hess of Colby, and O. E. Watson of Wichita; MISSOURI — Charles G. Buffum Jr. of Louisiana, and Wade N. Glahn of Jefferson City; OKLAHOMA — W. W. Richardson of Tulsa; Robert Donaldson of Stillwater; O. H. Woods Jr. of Bartlesville, and Ned Calett of Muskogee; ARKANSAS — John P. Hammerschmidt of Harrison, G. A. Jimerson of Corning, and D. B. Morgan Jr. of England.

that extra 10 per cent we talk about. Budget two per cent for advertising. Display more than one of an item. Never give a customer a choice between something and nothing — always give him a choice between something and something."

Raymon H. Harrell, Lu-Re-Co research director, predicted at a luncheon meeting that it is obvious the future American home will need a helicopter landing site, and that automation will be a factor.

CONVENTION CALENDAR

February 7-8: Mississippi Retail Lumber Dealers Assn., Buena Vista Hotel, Biloxi, Miss. Exhibits.

February 12-14: Tennessee Building Material Assn., Nashville, Tenn.

February 13-15: Virginia Building Material Assn., John Marshall Hotel, Richmond, Va.

February 21-24: West Virginia Lumber and Builders Supply Dealers Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

March 12-14: Carolina Lumber and Building Supply Assn., Charlotte Coliseum, Charlotte, N. C. Exhibits.

March 19-21: Louisiana Building Material Dealers Assn., Jung Hotel, New Orleans, La. Exhibits.

April 14-16: Lumbermen's Assn. of Texas, New Dallas Auditorium, Dallas, Tex. Exhibits.

April 25-27: Florida Lumber and Millwork Assn., Daytona Beach Hotel, Daytona Beach, Fla.

May 13-15: Building Material Merchants of Georgia, General Oglethorpe Hotel, Savannah, Ga.



LADIES ACTIVITIES chairwoman for the 71st annual convention and exposition in Dallas, April 14-16, will be Mrs. W. B. (Ethel) Oldham. A native Texan, she has lived in Dallas since childhood and is a golfing member of the Dallas Country Club. She is a grandmother who helped campaign successfully for the recent election of Governor Price Daniel.

Kentuckians Choose Yunt at Record Meet

Tom W. Yunt, general manager of the Stock Yards Lumber Co. in Louisville, was advanced to the presidency of the Kentucky Retail Lumber Dealers Assn. at its 52nd annual convention in his home city, January 7-9.

A record attendance of over 1,100 and the largest number of exhibitors in the Kentucky convention's history cheered Executive Vice-President Don A. Campbell. He was kept away, except for several hours, due to the confinement of his wife in a hospital in Chicago, where she had suffered a heart attack during the December NRLDA exposition.

A major business session at the Hotel Kentucky featured a panel discussion by four Kentucky dealers of new "ways" to shore up sales volume and profits in the competitive, declining homebuilding market.

Bob Fitzgibbon, proprietor of the Auburndale Lumber Co., told how he had remodeled his store and slanted his advertising to sell more materials to the Do-It-Yourself market.

Wallace Henderson of Hopkinsville, who was elected new KRLDA vice-president, testified that with the aid of FHA Title I time-payment loans, sales of packaged home improvements had yielded valuable profits to the Henderson-Moorefield Lumber Co.

To acquaint more home-owners with their lines of materials and

DANT & RUSSELL, INC.

PACIFIC COAST FOREST PRODUCTS

RAIL AND WATER • DOMESTIC AND EXPORT

RAIL TRANSITS

Douglas Fir	Dimensions
White Fir	Plank and Timbers
Inland Fir and Larch	Studs
Western Hemlock	Shiplap and Boards
Ponderosa Pine	Shop and Factory Lumber
Sugar Pine	Industrial Items
Englemann Spruce	Mining Timbers
Western White Spruce	Paneling and Uppers
Sitka Spruce	Gutters
Port Orford Cedar	•
Western Red Cedar	Mouldings and Millwork
Incense Cedar	Window and Door Frames
Redwood	Cut Stock
•	•

DOUGLAS FIR PLYWOOD

Interior and Exterior	
Hardboard Overlay	
One and Two Sides	
Hardwood Faces on Fir Core	
Boat Hull Plywood	
Long Scarfed Plywood	
Exotic Hardwood Plywoods	
Ribbon and Rotary Cut	
Philippine Plywoods	

KAISER — FIR TEX

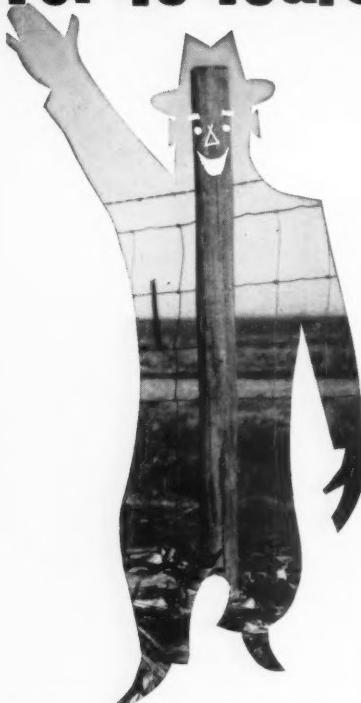
Insulating Board Products

SOUTHERN SALES REPRESENTATIVES

Dant & Russell, Inc., Fort Lauderdale, Florida
 Bolen-Bell Lumber Company, Memphis, Tennessee
 Gulf States Plywood Co., New Orleans, Louisiana
 J. E. Elrod Lumber Company, Charlotte, N. C.
 Alabama-Pacific Lumber Sales, Birmingham, Alabama
 Downing Lumber Company, Anniston, Alabama
 Dant & Russell, Inc., Washington, D. C.
 Southern Lumber Sales, Pine Bluff, Arkansas
 Cecil M. Brooks, Dallas, Texas

Dant & Russell, Inc.
PACIFIC COAST FOREST PRODUCTS
General Sales Offices: Portland 1, Oregon
DOMESTIC AND EXPORT LUMBER • PLYWOODS • DOORS

HERE'S A SALESMAN THAT'S BEEN SELLING For 40 Years



This TIME-TESTED Long-Bell Creosoted Post has been on the job near Yorktown, Ill. for 40 years. This, like millions of other L-B Posts all over the country, is giving constant service and satisfaction. They have built an acceptance for Long-Bell dealers everywhere.

Long-Bell Creosoted Posts are pressure-treated with 100% creosote oil, almost a half gallon in the average-sized line post.

Manufacturers of these other "life-time" products—

CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:

POSTS • POLES • PILING
LUMBER • CROSS ARMS • TIES

WOLMANIZED® DOUGLAS FIR LUMBER UNTREATED FABRICATED TRUSSES

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There Is No Substitute
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INTERNATIONAL PAPER COMPANY
Long-Bell
D I V I S I O N
KANSAS CITY, MO. • LONGVIEW, WASH.

building services, J. Ray Jenkins of Elizabethtown declared, dealers should tie in with the *Operation Home Improvement* campaign. He urged them to buy the OHI promotion kits, make use of collateral material supplied by consumer magazines, and take the lead in pushing home repairs and modernization in their markets. He explained how his firm had used such sales aids in a "Fall Festival" to keep sales high during the close of '56. He said they will conduct two such improvement drives this year.

Kenneth Lawson of Harlan, retiring president who chaired most of the convention sessions, urged small-town dealers to stave off the inroads of prefab house dealers by adopting the Lu-Re-Co system. Giving contractors and DIY home-seekers "more for their money," Lawson said, this panel and truss system permits year-round building because you can have the builders "under a roof and in the dry" in two days' time.

This dealer experience session was moderated by Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermen's Assn. In a separate platform address, Jones advocated the creation of a merchandising institute. Through the coordination of all industry segments, it would help the dealer arrive at profitable pricing practices, he said.

Real Estate Analyst Roy Wenzlick held little hope for as many as 1,000,000 housing starts in 1957. A decline in the number of couples reaching the homebuying age and continued tight mortgage credit are reasons why he thinks dealers had better turn to home improvement sales to obtain necessary profits.

Jack Parshall, *Building Supply*



NEW ASSOCIATE EDITOR of Southern Building Supplies and other W. R. C. Smith Publications is Sid Wrightsman Jr., seen above. He is a journalism graduate of the University of Texas and a native of Austin. He was a reporter for the Galveston Tribune and then served as executive secretary and journal editor for the Arkansas Medical Society and the Medical Assn. of Georgia.

News editor, advised lumber dealers to offer customers a choice of credit plans and to figure and price modernization jobs by the package.

H. R. Northup, executive vice-president of the National Retail Lumber Dealers Assn., reported the popularity of the model homes built in Munster, Ind., to the expressed wishes of American housewives and displayed in conjunction with the NRLDA exposition. He also briefed the dealers on the views and efforts of the Washington NRLDA staff on proposed national legislation.

HEAD SOUTHEASTERN LUMBERMEN



The merits of membership in the International Concatenated Order of Hoo-Hoo, the lumbermen's fraternity, were being discussed at the reception before the annual banquet of the Southeastern Lumbermen's Club, when this picture was snapped in Atlanta at the Biltmore Hotel last month. Holding an application blank is Sam E. Houston Jr., Atlanta wholesaler who was re-elected club president. At his right is new Vice-President Springer, Gainesville, Ga., lumber manufacturer. To Houston's left are Directors King of Augusta and Howard of Atlanta, and the secretary-manager of the Southern Wholesale Lumber Assn., Bob Darrah of Livingston, Ala.

DEALER NEWS



50-YEAR GOLD HAMMER

AS A TOKEN of appreciation for his 50 years of continuous service with the Alexander Lumber Co. in Leonardville, Kan., C. Sig Johnson was presented the gold hammer and engraved wall plaque he admires here.

Bearing his name and designed to hang on the plaque, the hammer was the gift of the Ewing Manufacturing Co. Johnson long sold their tools before retiring recently. He now fishes a little and "fills in" when they need help at the Alexander store.

He is well known and loved in Leonardville because he served 28 years on the school board, three terms as city clerk, four terms as councilman, and four terms as mayor!

OBITUARIES

WILLIAM J. KIES. 69. President of Riverside Lumber Co., Cape Girardeau, Mo.

A. C. BROWN. 69. Owner of the Brown Lumber Co., Whitesburg, Ky.

J. LEWIN SPRINGER. 53. Owner of the Springer Lumber Co., Muskogee, Okla.

OTIS L. NELSON. 41. Store manager, Bilt-Rite Lumber Co., Knoxville, Tenn.

EDWIN JOHN BULL. 44. Managing partner, Bratton Peake Lumber Co., Corpus Christi, Tex.

PERCY HAMILTON ALL JR. 48. Firm member of All Brothers Building and Supply Co., Allendale, S. C.

IRVING B. MAGEE SR. 63. Owner of I. B. Magee Lumber Co., Corpus Christi, Tex.

FRANCIS J. IGOU. President, Central Florida Lumber and Supply Co., Orlando. President, 1951-53, Florida Lumber and Millwork Assn.

J. H. LANE. Manager, Sunrise Lumber and Supply Co., Fort Pierce, Fla.

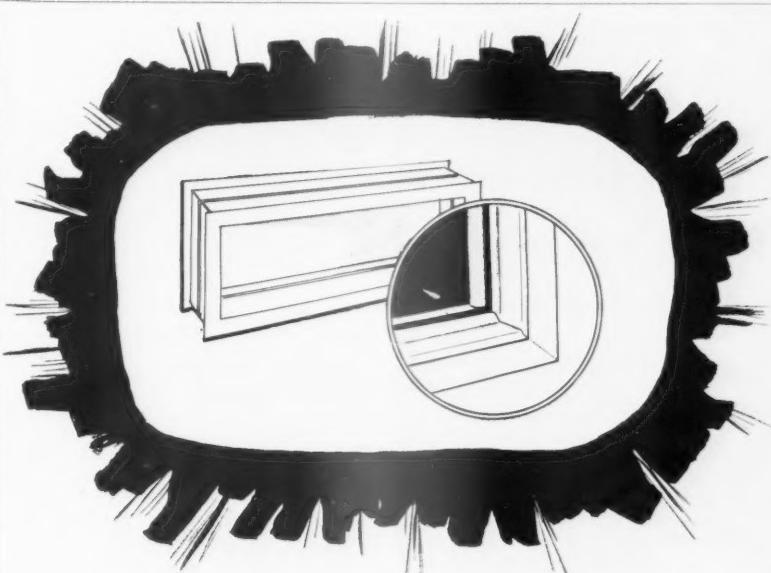
TENNESSEE

MEMPHIS: William M. Frazee resigned as executive vice-president of the Harbin Lumber Co. to open his own public accounting business here at 3373 Poplar Ave. A certified public accountant, Frazee will specialize in Federal income tax accounts and periodic audits.

NORRIS: William Darwin is general manager of the Industrial Lum-

ber Co. He was associated with the TVA Forestry Relations Division for 20 years.

MEMPHIS: The Jones Lumber Co. has moved all of its operations from 2192 Lamar to 1755 Airways on a three-acre site. The larger quarters provide a 50'x25' office and display room, a 50'x65' warehouse, and 50'x130' mill building. The mill-work shop has been doubled in size. Firm members are A. C. Jones and



THE Royal Line A BRAND NEW NAME IN DOOR LITES & DOOR LOUVERS

- Precision built
- Expert millwork
- Perfect miters
- Phillips or slotted head screws
- Non drying adhesive caulking
- Prompt shipment
- Backed by management with years of experience
- Prepaid shipments on 150 pound orders

If your customers are kings—our products will fit in their castles.

Available through your jobber.

Jobbers: Let us prepay a sample shipment today!



SOUTHERN DOOR LITE CO., INC.

FIT FOR A KING OR ANY MAN'S CASTLE

Alvin M. Fields, Pres.
Marion A. Hornsby, V.P.

Phone:
SY 4-7625

Station A
40 Westland Blvd., S.W.
Atlanta 10, Georgia

his father, A. E. Jones, and W. D. Bollinger, secretary-treasurer.

CHATTANOOGA: A fire loss estimated at over \$200,000 was recently suffered by the Lookout Supply Co. Hugh Abercrombie is the owner of the firm.

SOUTH CAROLINA

CAMDEN: The Camden Lumber Co. have moved into their new Do-It-Yourself store.

GREENVILLE: Officers for the Greenville Area Retail Building

Here's how Du Pont Paints can work sales wonders in your store

When an aggressive independent dealer teams up with Du Pont Paints things begin to happen — fast! It's easy to see why . . . because you've brought together two sure-fire factors of success: your own fine local reputation and the reputation of Du Pont, plus all of these advantages working for you when you sell Du Pont Paints:

- PROVEN QUALITY
- CHEMICAL COMPETENCE
- OUTSTANDING PRODUCTS
- A COMPLETE LINE
- A KNOWN RESPECTED NAME
- MODERN IN SALES APPEAL
- NATIONAL ADVERTISING
- LOCAL ADVERTISING
- MERCHANTISING & SALES AIDS
- GOOD SERVICE
- PERSONAL HELP OF SALESMEN
- VOLUME AND PROFIT

You can learn more about how Du Pont Paints can work sales wonders in your store by just writing to:

E. I. du Pont de Nemours & Co. (Inc.),
Dept. SBS, 1737 Ellsworth Industrial Drive,
N. W., Atlanta 18, Ga.

*Paints that sell more . . .
with more profit!*



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Dealers Assn. are Rufus C. Bruce Jr., president; Earle Maxwell, vice-president; J. Edward Means Jr., secretary, and Dennis Dobson of Greer, treasurer.

CHARTERS OF INCORPORATION: Howard Millwork Co., Inc., Rock Hill; City Building Service, Inc., Rock Hill.

KANSAS

HILL CITY: The latest interior finishes are shown "in use" in the Farmers Lumber Co.'s new display room here. Four new types of wall planking and the new Coroflek speckled paint are featured.

MINNEOLA: Ray Kile replaced Ed R. Combs, retired, as manager of T. M. Deal Lumber Co.

RANTOUL: A new corporation, Rantoul Lumber and Grain, Inc., has bought the elevator and lumber yard here from the Star Grain and Lumber Co. The new corporation will operate the elevator, lumber yard, and handle some new lines of building materials. G. B. Gilbert of Rantoul is manager. Officers of Rantoul Lumber and Grain, Inc., are Rex Christie, Ottawa, president; Lloyd Griffith, Rantoul, vice-president; and Howard Taylor, Rantoul, secretary-treasurer.

ULYSSES: Bob Tucker, a native of Pauls Valley, Okla., has begun his new duties as manager of the Long-Bell lumber yard here. Tucker has been with the company for the past five years.

CHARTERS OF INCORPORATION: Gray Lumber Co., Inc., Chanute.

MISSISSIPPI

CHARTERS OF INCORPORATION: Berryhill Building Supply Co., Inc., Isola.

GEORGIA

AUGUSTA: Ted Garren is new manager of the Howard Lumber Co.'s expanded paint department. He has many years of experience in the paint business.

DECATUR: J. Ray King has acquired the interest of his late brother-in-law, Charles A. Matthews Jr., and become active president of the DeKalb Supply Co. here. He had recently served as an accountant for the Lockheed Aircraft Corp. at Marietta. Tom H. Solomon is secretary-treasurer of the lumber yard. Mrs. C. A. Matthews Sr. is another principal owner of the DeKalb Supply Co.

VIRGINIA

CHRISTIANSBURG: W. D. Kahle has succeeded A. T. M. Rust, retired, as manager of the Economy Lumber Co.

CHARTER OF INCORPORATION: Graves Supply Co., Inc., Martinsville, for building materials, electrical and plumbing supplies.

BEDFORD: A new ready-mixed concrete plant is building business for the Southern Materials Company, Inc., here.

GROTTES: Burglary tools and an open rear window gave mute testimony to an unsuccessful attempt to rob a safe in the Eutsler Brothers Lumber Co. office here. A \$5,000 fire set in the lumber firm's office is believed to be the work of the "frustrated" burglars, according to police theory.

TEXAS

BEEVILLE: Dan G. Jones has succeeded A. H. (Gus) Geiselbrecht, retired, as manager of the Beeville Lumber Co.

WEATHERFORD: John W. Kennedy has bought the Vaughan Lumber Co., and it now is the Kennedy Lumber Co. Kennedy was associated with the Pittsburgh Paint and Glass Co. and the Southwestern Paint and Glass Co. There will be no change in personnel or policy of the company, he said.

FT. WORTH: C. P. Hadley, president of the Sabine Valley Lumber Co., is the new president of the Home Builders Assn. of Fort Worth. He succeeded J. Lamar Stuckert. Hadley qualifies as a lawyer, lumberman, builder, and developer of moderately-priced homes. Other officers are: R. W. Driskell, vice-president; Walter Browning, secretary, and Edward L. McGowan, treasurer.

HOUSTON: A fire razed the main office and hardware warehouse of the Temple Lumber Co. here. The three-alarm blaze caused an estimated \$75,000 loss.

CRYSTAL CITY: Clifton L. Guley of San Antonio is the new manager of the Zavala Lumber Co. He was with the Fair Lumber Co. in San Antonio.

SHERMAN: The Lingo-Leeper Co. are open for business at their new location, 229 E. Sycamore Street. The larger quarters provide better service and a more complete stock of building materials. Joe Fulencheck is manager. Bobby Hullett is assistant manager.

EL PASO: New location for the Milliken Lumber Co. is 6209 Alameda Avenue. The firm carries a complete line of building supplies,

hardware, hand and power tools, paints, garden tools, plant foods, housewares, and outdoor furniture. Richard H. Milliken is president. Three supplementary companies share the Milliken roof — Driver Construction Co., Petty Realty Co., and the Lowenfield-Driver Insurance Agency.

ARKANSAS

JONESBORO: The Stuck Brothers Lumber Co. was sold to the Barton Lumber Co. on January 15, merging two of the oldest lumber firms in northeast Arkansas. William R. Stuck announced that he sold the business in order to serve full time as president of the Citizens Federal Savings and Loan Assn. New location for the association, which has resources of more than \$3,000,000, will be on Washington Street.

WIN TRIPS TO EUROPE



MRS. CARSON OUSLEY of Knoxville, Tenn., recently found it pays to visit your local lumber dealer! She won the grand prize in the "Wepco Wonder-Trip Contest" sponsored by the Weather-Proof Co. through their dealers.

In photo above, David M. Stair, secretary of the Farragut Lumber Co., Knoxville, congratulates Mr. and Mrs. Carson Ousley. Because Mrs. Ousley submitted the award-winning 25-word essay on her favorite Wepco product, she and a member of her family will enjoy, via Pan American World Airways, a 15-day expense-paid grand tour of London, Paris, and Rome as guests of Weather-Proof.

Dealer Stair has been awarded a duplicate European trip for two. Prize-winners who will enjoy one-week expense-paid Bermuda vacations for two include Mrs. Florence C. Anderson of Perry, Mo.

FLORIDA

DAYTONA BEACH: Bud Crouse has opened the Holly Hill Lumber and Plywood Co. at 435 Walker St., Holly Hill. Crouse has been in the lumber business for 16 years — 13 years were spent in New Jersey, where his father, uncle, and grandfather are all lumber dealers.

MIAMI: F. K. Foster has succeeded Jose A. Ferre as president of Maule Industries, Inc. Control of the big building materials firm is owned by Ferre's Ponce Products Corp.

Ferre will retain his board chairmanship. Maurice M. Orovitz replaces Foster as executive vice-president. John F. Martens follows Orovitz as vice-president and sales director. A. J. Clapp Sr. is vice-president in charge of production. James H. Graham is the new divisional vice-president in charge of Maule concrete block division at West Palm Beach.

SARASOTA: A \$65,000 fire destroyed the West Coast Lumber Co.'s mill and woodworking equipment, and some work stock.

Another good reason why it pays to be a Dickey Dealer

DICKEY DEALER



**They're all
your customers...
when you sell the complete Dickey Line**

Everyone concerned with home and factory building is a potential customer of yours when you sell the complete line of Dickey Clay Products. Small diameter Dickey Perma-Line vitrified salt-glazed pipe and fittings for plumbing contractors and homeowners. Septic tanks, sewer pipe and drain tile for farmers and folks living in outlying districts. Flue lining and wall coping for home and building contractors. These groups . . . and many more . . . are your customers when you sell the complete line of Dickey Perma-Line Pipe and Dickey Products.

Providing improved sanitation for better living

W. S. DICKEY

CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.

**Dickey Sanitary
Salt-Glazed Clay Pipe**

ALWAYS IN DEMAND

If it's made of clay it's good . . . if it's made by Dickey it's better

Your
customers
will be
asking
for...

MAZE

STORMGUARD®

TWICE-DIPPED in MOLTEN ZINC

NAILS

THERE'S NOTHING LIKE 'EM!

- ✓ WON'T RUST, STAIN, OR STREAK!
- ✓ HARD STEEL CORE . . . DRIVE BETTER . . . HOLD TIGHT!
- ✓ STRONGER THAN ALUMINUM . . . COST ABOUT 1/3 LESS!

FOR ALL EXTERIOR WORK!

- ROOFING
- SIDING
- TRIM

From Coast to Coast—positive All-Weather, Salt-Air protection!

QUICKER SALES and MORE PROFIT!

It's easier to make money selling Maze quality nails . . . attractive dealer prices! Maze's STORMGUARD line is backed by advertising to reach more customers for you—builders, carpenters, siding and roofing applicators.

A TYPE FOR EVERY NEED . . .

Including Anchor (ring-shank), Spiral, Barbed, Plain Shanks . . . also Colored Siding Nails—11 stock colors . . . Full Range of Sizes!

Don't forget Maze's other Profitable nail lines—group your orders with STORMGUARDS and save!



WRITE FOR FREE HANDBOOK & SAMPLES

NAME _____
FIRM _____
STREET _____
STATE _____ CITY _____

"IT PAYS TO BUY MAZE"
W. H. MAZE COMPANY
PERU 14, ILLINOIS

KENTUCKY

MOREHEAD: Bob Wells has sold his interest in the Homer Gregory Lumber Co. Specializing in hardwood lumber, the concern is now a three-partner yard owned by Homer Gregory, Clester Armstrong, and Otto P. Carr.

EMINENCE: The Berry Bros. Lumber and Building Supply here has suffered a \$100,000 fire loss. Police said a "firebug" confessed he set the lumber yard fire by igniting dry weeds and scrap lumber. Destroyed were buildings housing builders supplies, workshops, and lumber.

MADISONVILLE: J. Edwin Ruby, president of Ruby Lumber Co., was honored by the College of the Bible Centennial Development Convocation in Lexington. A special citation commended his Christian statesmanship. A member of the College's board of trustees, he is active in its centennial development program as a member of the policy committee for that program.

MISSOURI

MARSHALL: William H. Nicholas is new manager of the Long-Bell store here. He succeeds Joe Rosenthal.

RICHMOND: George Parsons' resignation places Franklin Clark as new manager of the local Long-Bell store.

CHILlicothe: The W. H. Arnold Log and Lumber Co. of Hannibal is the new owner of the Chillicothe Lumber Co. The new owners will continue the Chillicothe plant as an independent operation. It is managed by William Dale Arnold, one of the three sons in business with their father, W. H. Arnold.

ST. LOUIS: The Harrison Lumber Co. has expanded its operations to open a fourth unit at 8850 Page Boulevard. The new building is contemporary in design having a convex front walled entirely in glass. It is advertised as a "builders' department store." Harrison operates three North Side stores at 4006 North Broadway, 2500 W. St. Louis Avenue, and 7858 North Broadway.

LOUISIANA

CHARTERS OF INCORPORATION: A & A Lumber & Supply Co., Inc., Shreveport; Delta Sand & Gravel Co., Inc., Baton Rouge; Let Lumber & Hardware, Inc., Monroe; N. L. Barron Sawmill Co., Inc., Elton; McCormack Supply, Inc., Ruston; Managan-Carroll Building Materials, Inc., Lake Charles.

LAFAYETTE: Trans-Mix, Inc., has changed its name to Lafayette Concrete Co., Inc.

MORGAN CITY: The Morgan City Lumber and Supply Co., Inc., has enlarged and modernized its building. The office, sales room, and warehouse measure 16,800 square feet of space.

OKLAHOMA

NORMAN: The Carey Lumber Co. site has been sold to the First National Bank. The lumber firm will continue operations at another location. Construction of a new office and yard will begin when title clearance is obtained.

WEWOKA: The Stephenson-Browne Lumber Co. is now the Stephenson Lumber Co. The company's policies, personnel, and operations will remain the same, according to Manager Pate Oakes.

CHARTER OF INCORPORATION: Enid Brick & Builders Supply Co., Inc., Enid.

STRICTLY WHOLESALE

BIRMINGHAM, ALA.: Beginning of the 50th year in the wholesale lumber business was marked at the annual sales meeting of the **Steel City Lumber Co.** here. The company was founded in Birmingham in 1907 by three lumbermen from Maryland: M. P. Phillips, A. J. Phillips, and W. P. Turpin. President J. L. Shumate reported to the salesmen that "the past two years represent the largest volume of business the Steel City Lumber Co. has ever handled."

WACO, TEX.: For the past 15 years director of advertising for Wm. Cameron & Co., building material retailers and wholesalers, Al Quinn has resigned and opened his own advertising agency business. He operates as **Al Quinn—Advertising** at 2500 Homan Avenue in Waco. With 30 years' experience in planning sales, merchandising, advertising, and public relations, Quinn will specialize in these fields. He was president of the Waco Advertising Club when it was reorganized 10 years ago, and he has served as a member of the speakers' bureau of the Advertising Federation of America.

COLUMBIA, S. C.: John S. Linton, vice-president and manager of the local warehouse branch of **Binswanger & Co., Inc.**, has been elected

president of the South Carolina Chamber of Commerce. With Binswanger since 1932, Linton has been active in civic affairs throughout the state as well as here in the state capital.

CHARLOTTE, N. C.: The **Smith-Wadsworth Hardware Co.** here have been appointed distributors for Republic Steel Kitchens within a 50-mile radius of Charlotte. The sinks, cabinets, counter tops, and accessories are made by the Berger Division of the Republic Steel Corp.

TULLAHOMA, TENN.: The Steelcraft Manufacturing Co. has appointed **Engineered Homes, Inc.**, here as local distributor for Steelcraft steel buildings, doors, windows, and specialty items.

SANDUSKY, OHIO: **Wilson Plastics, Inc.**, now uses mobile tile display rooms, called Stylevans. These "showrooms on wheels" visit Wilson distributors and dealers to show them the latest plastic tile wall styles.

JACKSONVILLE, FLA.: The **Cameron & Barkley Co.** has moved its executive staff from Charleston, S. C., to offices here at 1104 Prudential Building. According to President Rufus C. Barkley, the move to Florida was prompted by the growing industrial market plus Jacksonville's central position in relation to Cameron & Barkley Co. industrial supply and machinery warehouses in Miami, Tampa, Orlando, Jacksonville, Savannah, and Charleston. The headquarters staff of major accounting and bookkeeping personnel will remain in Charleston, S. C.

JACKSON, MISS.: The **Jackson Wholesale Building Supply Co.**, located at 230 Thompson Street here, has been appointed distributor of Armstrong Cork Co. building products.

LEXINGTON, KY.: The **Southern Supply Company** is the new distributor of Republic Steel Kitchens here and in 20 surrounding counties.

TAMPA, FLA.: The Armstrong Cork Co. announces the appointment of **Krauss Brothers Lumber Corp.** as wholesale distributors of the Armstrong line of insulating sheathing, interior finish products, insulating wool, hardboards, adhesives, and acoustical ceiling material in western and central Florida.

SAN ANTONIO, TEX.: The **Watts Hardware and Supply Co.**, wholesale distributors, are constructing a new office and warehouse building in the 1300 block of S. Flores Street here. Watts has a 40-year lease on the land, owned by Southern Pacific Railroad. The 100' x 450' metallic building will be completed early in the spring. Watts hardware sales-

men serve dealers in the Rio Grande valley and as far west as Sanderson.

HOUSTON, TEX.: Jim R. Langan, owner of the **Jim Langan Lumber Sales Co.**, has been appointed executive director of the Houston Housing Authority, a \$10,000-per-year job. He recently had been district manager of the National Federation of Independent Businesses.

NASHVILLE, TENN.: Stored lumber and materials and the **Lumberman Supply Co.** building in the NC & St. L shop area here suffered an estimated \$150,000 damages from fire. The building and contents were insured, according to officials.

TOPEKA, KANS.: **Colombia Millwork, Inc.**, will produce wood window trim, jambs, base, shoe moldings, sash, and wood cores for laminations. A complete line of hardwood products made from South American imported clear-toned mahogany is offered. Michael Shea, president of Woods Products, Inc., heads the new firm.

ST. LOUIS, MO.: The **Building Products Supply Co.** here are now distributors of the Crestline double-hung removable wood windows. They are made by the Silcrest Co. of Wausau, Wisc. The Building Products Supply Co. serves lumber dealers in Missouri and Illinois.

Real Answers to building fireplace sales—

Majestic CIRCULATOR FIREPLACE

- Circulates the heat other fireplaces waste
- Allows flexible grille arrangement—front, sides, or back
- Supplies heat to adjoining rooms on the same floor or above
- Rapid heat-up promotes efficient, smoke-free operation
- Serves as building form to insure efficient fireplace design

With a Majestic Circulator, guesswork is eliminated since it incorporates properly engineered relationships of damper, smoke chamber, down-draft shelf, and firebox. Full smoke dome and adjustable angle seals (to close gap between facing and unit) simplify the mason's job. Deep smoke apron, pressure-control damper arm, and other features assure satisfied customers. Now made in six sizes, completely assembled at the factory and ready to set in place.

Majestic Universal SMOKE DOME

for BETTER DRAFT — making
multi-opening fireplaces efficient

Problems of construction and draft inherent in the design of multi-opening fireplaces are easily solved with these big-capacity dampers. High sloping sides and all-around lintel, ready for brickwork, make them a first-choice damper with masons everywhere. Heavy gauge steel construction, seam-

welded at all joints. Full lintel, 3½" deep, is drilled for easy attachment of supporting post on any projecting corner. Operated by pull-chains, with cast "O" and "C" pendants. A full line of seven sizes, including two square models for round or square completely open hearths.

Full line of BARBECUE UNITS

For indoor or outdoor barbecue grilles: Majestic makes a full line of all-metal barbecue fireplace units for yard, patio, or kitchen installation, as well as separate grates, doors, and other parts for custom-designed installations. Write for details and merchandising aids.

The **Majestic** Company, Inc.
414-B Erie Street, Huntington, Indiana

Here's Why **ZEGERS** Dura-seal

Provides the Most Effective
All-Weather Protection!



A "quality-built" house sells and Zegers Dura-seal provides visible and workable evidence of quality construction. It provides the best protection against cold, dust, draft, dirt, assures quiet, smooth "one-finger" window operation and lifetime trouble-free performance. Home buyers look for this kind of quality. See for yourself what a big difference it makes in home sales and profits. Here are just some of Dura-seal's outstanding features:



Self-Adjusting Jamb Member has a concave back surface providing flexibility that maintains a constant air seal and smooth window operation under all conditions.

Spring and Friction Provide Weather Protection and Easy Operation. Springs lift the window and friction holds it at any desired position.



ZEGERS HELPS YOU SELL WITH

- Advertising in LIFE Magazine
- Zegers' Booklet "What Every Home Buyer Should Know About Windows"
- Attention Getting Display Cards
- Window Stickers
- "Zegers Dura-seal" Embossed on the Parting Stop of the Equipment

Write today for complete information!

ZEGERS
INCORPORATED

8090 So. Chicago Ave., Chicago 17, Ill.

Block and Gaston Rise in National Woodworks



BLOCK

GASTON

NATIONAL Woodworks, Inc., Birmingham, Ala., fabricating wholesalers of windows, doors, and frames, have promoted the two men shown above. According to President Charles L. Bromberg, Robert W. Block has been appointed executive vice-president, and Wilbur W. Gaston has been made general sales manager.

Block has been with National Woodworks, Inc., since 1945. He served as general sales manager until the spring of 1955 when he was elected vice-president in charge of sales. He now coordinates all departments and assists in plant management.

Gaston joined the firm in 1952 as sales representative in Alabama, Tennessee, Georgia, and the Carolinas. A year later he was made city sales representative in Birmingham, where he developed dealer sales organizations and called on residential architects. Gaston now will direct National Woodworks' new sales promotion and merchandising program among building supply dealers.

AOF Now in Raleigh; Has New Miami Manager

The Atlanta Oak Flooring Co. has opened its seventh warehouse branch in Raleigh, N. C., and has employed a new manager for its branch in Miami, Fla.

President D. English Clark has employed S. Grant Reynolds as new manager of the Miami AOF branch. A native of California, Reynolds has been connected with the Georgia Art Supply Co., West Lumber Co., and Union Lumber Co., all in the Atlanta area. He is a member of the Hoo-Hoo lumbermen's fraternity, the Southeastern Lumbermen's Club, the Veterans of Foreign Wars, and the American Legion.

Manager of the new AOF warehouse at 319 S. West Street in Ra-

leigh is Hugh Shockley, who continues also to manage the Charlotte branch. The AOF warehouseman at Raleigh is Carl Furr. A native of Pineville, N. C., he has had lumber marketing experience with Miller Bros. and AOF's Charlotte warehouse.

Like other Atlanta Oak Flooring warehouses, Shockley said, the Raleigh plant will carry a full line of hardwood flooring, domestic and foreign lumber, hardwood and fir plywood, cedar closet lining, and Marlite plastic laminates.

Wholesalers Return to Macon Plant for Meet

The 10th annual meeting of wholesale distributors of Armstrong Building Products will be held April 2-3 at Macon, Ga., scene of the first annual meeting.

According to J. O. Sampson, manager of lumber dealer sales for the Armstrong Cork Co., more than 500 wholesalers, special guests, and Armstrong representatives will be invited to the meeting. They will tour the new addition to Armstrong's Macon plant, which produces insulation board products. These include sheathing, interior finish, and acoustical ceiling material.

The new addition adds 212,000 square feet to the 300,000 square feet in the original plant. Incorporating improved engineering principles, the additional facilities more than double the plant's production capacity.

Wise and Woodward Advance with Masury

George V. Wise, advertising manager of John W. Masury and Son, Inc., has been elected a vice-president of the 122-year-old paint manufacturing firm. He has been with Masury for 10 years as sales promotion and then advertising manager. A past-president of the Baltimore chapter of the National Industrial Advertising Assn., Wise has served on several committees of the National Paint, Varnish and Lacquer Assn.

A new member of the Masury company's board of directors is Raymond Woodward. Now manager of the Manchester, N. H., warehouse, Woodward has been a star salesman for the firm for 31 years, according to H. Braith Davis, board chairman.

The annual sales meeting in Baltimore more recently featured the "Parade of Masury Stars" — products and promotional material planned by President Frank P. Connolly and associates.

WHOLE PAINT JOB

(Article begins on page 48)

increase such OHI jobs and in some cases yield profitable interest or service charges to the dealer is the financing of the paint job on an instalment basis from his own capital funds.

The advertising of complete paint jobs at so much per month attracts many customers who may have put off the refinishing of their room, home, or other building because they lack cash for the entire job.

Dealers who remind property owners that "it always cost more not to paint," and who can point to satisfied buyers of their "complete painting service," have a year-round market for interior jobs and a market for exterior jobs almost throughout the year.

ACCESSORY SALES

(Article begins on page 49)

the associated merchandise is, while others go on the costly theory that if the customer wants it he will ask for it. But we don't do it that way. We study the paint accessories and supplies and all our salespeople are instructed to show and try to sell everything the customer may need.

Consequently, when a paint customer comes in, he is asked about his needs for sandpaper,



"Yep, we are redecorating our own super-market. It puts browsers more in the painting mood!"

paint scrapers, paint removers, brushes, adhesives, fasteners — and the million and one other things that come to mind when we know what kind of a paint job he has to do.

It's not very hard to convince a customer that the best paint job he can possibly do is the cheapest in the long run.

Another theory of ours that helps to build satisfied customers and repeat business is our aim to help each customer get a job he will be pleased with when all the labor is over. This is especially

important with women customers, when interior rooms are being done over.

When interiors are to be done, whether it is one room or 10, we like to have the lady of the house look at the color charts and take the small ones home for study. When they select a color, we have larger sheets of the same color so they can better visualize how it looks in a bigger view.

Then, with our paint merchandiser set-up, we can use cellophane sheets of different rooms in the house in combination with large

A Dependable Source



TARTER, WEBSTER & JOHNSON

ARE MANUFACTURERS AND DISTRIBUTORS OF

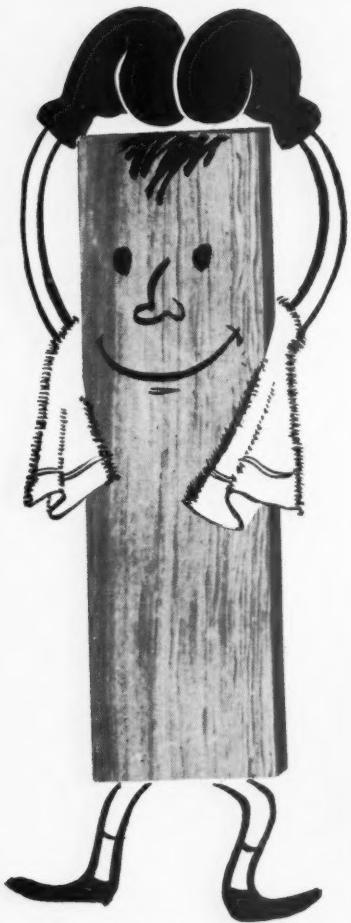
- ✓ Sugar and Ponderosa Pine Shop and Selects
- ✓ Sugar and Ponderosa Pine Boards
- ✓ Douglas and White Fir Shop and Selects
- ✓ Douglas and White Fir Dimension and Boards
- ✓ Incense Cedar Boards
- ✓ Redwood Siding and Finish
- ✓ Ponderosa Pine and Fir Mouldings
- ✓ Pine Sash and Panel Doors

In addition **Tw&J** are actively engaged in the procurement and distribution of all West Coast lumber products and maintain buying offices in producing areas to give the trade complete one-call service.

BALANCED SERVICE



You can't beat Hobbs Wall Redwood!



Milling, grading and shipping know-how doesn't come overnight. Hobbs Wall has been engaged in producing and marketing California Redwood lumber for over 90 years.

Result? Size for size, grade for grade—Hobbs Wall Redwood can't be beat!

For prompt service — call, wire or write us.

HOBBS WALL LUMBER CO.

405 Montgomery St., San Francisco
Garfield 1-7752 • Teletype SF-761



Hobbs Wall is Exclusive Distributor for
WILLITS REDWOOD PRODUCTS CO.
A CRA MILL

sheets of colors matching our paints which give the customer a good representation of how any given color will look on the wall.

The deal here is that the lady of the house states that she has a green rug or some other color. We have rug charts that slip in the rug position under the cellophane in all the common colors. In that way, we can place the colors of linoleum or rugs on the floors to provide a graphic view of how the new colors will look. This method has sold many complete homes for us when the owner had decided to do only a single room.

This has also made it possible for us to sell a lot of paint for replacement of wallpaper.

Our accessory sales—and profits—go up because we make an intensive sales effort after the purchase of paint is completed. By asking the customer how and where he is going to do the job, it gives us an opportunity to make recommendations for accessories that will help him complete a superior job.

Another way to boost accessory sales is to have displays at various points in the store. We have brushes and other paint accessories around the paint shaker, for instance. Most customers watch the operation of the paint shaker, so they are subjected to these displays while they're waiting.

Another important display spot in our store is at the order counter since we make out all our sales tickets at this point. We have the front of the counter equipped with shelves so that customers who are waiting at this point can see more of our merchandise.

Our sander and polisher rental service also generates considerable paint business. Those using the machines always buy sandpaper, waxes, fillers, and related items.

The basic factor in increasing our sales each year in this department is an aggressive merchandising effort whereby we show the customer the merchandise that he needs to do a good paint job and we ask him to buy it so he will get a good finish instead of an amateur job.



RODDIS BRANCH MANAGERS MEET IN ATLANTA

Managers of the six distribution warehouses of the Roddis Plywood Corp. in the South held their first meeting with Mahlon Day, new Southern division manager, at the Atlanta Athletic Club recently in the Georgia capital city. They are seen as they pored over high 1957 sales quotas and policies.

Seated, from left, are C. R. Henderson of Cincinnati, Ohio; Division Manager Day, and W. B. Bourne, manager of the newest Roddiscraft warehouse in Atlanta.

Standing, left to right, you see D. B. Jeffery of St. Louis, Mo.; Paul Hawkins of Miami, Fla.; Jerry Blucher of Charlotte, N. C., and Paul Martin of Louisville, Ky.

Manager Day will soon establish division offices for the Roddis firm in Atlanta.



SSIRCO SALESMEN BRUSH UP ON LINES IN ATLANTA



SALES AND PLANT managers of the nine SSIRCO branches are seen with top officials in group portrait below. Sales managers in front row include Beall, Birch, Helmly, Rea, Johnson, Stuyverson, Partridge, Petris, Smith, Sheridan, Bartholomew, and Rae Hasselbring. Back row: McLaughlin, Lattier, Bohrer, Hammond, Stafford, Cole, Russell, Peek, Blun, Cater Lee, and President Fox. Lee is manager of warehouse operations. Hasselbring is sales manager of the warehouse division.

TO GET first-hand information on products distributed for Reynolds Metals and other building material manufacturers, all salesmen and branch managers of the Southern States Iron Roofing Co. met in Atlanta in December for the first company-wide sales meeting since 1953. More than 120 SSIRCO men from the nine warehouses and general offices brushed up on lines and sales policies at the three-day meeting.

Highlight of the meet was a tour of the new Atlanta warehouse, where they saw aluminum special-

ties automatically fabricated and enamel-coated. In photo above, the Richmond, Va., staff stops to discuss rain-carrying line. At left, SSIRCO President Paul Fox, Atlanta plant manager Marion Peek, and Reynolds' Scott Jenkins and Paul Egart pause on plant tour.

In photo below, Lloyd Fry Jr., president of the Fry Roofing Co., congratulates salesmen who earned bonuses for Fry bonded roof sales. SSIRCO Vice-President Lee Bartholomew is on right end of front row.



MANUFACTURER NEWS

LAUREL, MISS.: The **Masonite Corp.**, which recently acquired the assets of the B. B. Butler Manufacturing Co. here, has moved the Pegboard manufacturing operations of the Butler company to the Masonite plant. This will speed operations and improve service, according to Donald J. Gray, vice-president and general manager of Masonite.

NEW YORK, N. Y.: The **United States Plywood Corp.** has elected Leon Cole a vice-president. Cole will head U. S. Plywood's new division of corporate planning and acquisitions which will consolidate the expansion and diversification program. Cole was formerly vice-president of the Atlas Corp.

WOOSTER, OHIO: Jack Specht has been appointed sales promotion manager of **Seal-Kote, Inc.**, here. He will direct 25 salesmen in the promotion of Seal-Kote liquid plastic finish to wholesale and industrial accounts and coordinate the company's advertising. A graduate of Western Reserve University, Specht served the past 2 years as Seal-Kote's advertising manager.

BALTIMORE, MD.: **John W. Masury & Son, Inc.**, announces the appointment of Frank Henry as their sales representative in Florida. Henry was connected with the Mitchell and Alexander Lumber Company at Daytona Beach.

DALLAS, TEX.: **Insulite**, a division of the Minnesota and Ontario Paper Co., has named Warren R. Larson to replace James H. Rheinfrank as sales representative in northeast Texas, with headquarters in Dallas. Rheinfrank was transferred to the Omaha sales territory.

NEW ALBANY, IND.: Robert J. Ritchey is the new manager of advertising and sales promotion of the United States Steel Homes Division of **U. S. Steel Corp.** He formerly was market development manager of the division.

RICHMOND, VA.: Kenneth V. Bennett has been named manager of the new Richmond branch office of the **Thor Power Tool Co.** A native of Virginia, Bennett has served with the Newport News Shipbuilding and Drydock Co. and as Richmond branch

manager for another power tool manufacturer. From offices at 2024 Chamberlayne Avenue here, he will direct Thor power tool sales in most of Virginia, southern West Virginia, and all of North Carolina.

NIAGARA FALLS, N. Y.: The **Carborundum Co.** announces these four appointments in the Coated Abrasives Division: John F. Claydon, general manager, Herbert P. Dales, sales manager; J. G. Khouri, assistant sales manager; and H. C. Smith Jr., manager of the merchandising branch of the Coated Abrasives Division.

ST. LOUIS, MO.: K. H. Wisby, former Carborundum salesman in the Tulsa area, was promoted to Southwestern district sales manager for the Coated Abrasives Division of the **Carborundum Co.** here.

DALLAS, TEX.: The **Fullview of Texas** assembly plant, in the Brook Hollow Industrial District here, is a new branch of Pacific Fullview which makes sliding glass doors for the Pacific Bolt Corp., Los Angeles, Calif. The local plant supplies Fullview doors in north and west Texas, New Mexico, Oklahoma, Arkansas, northern Louisiana and Mississippi, and west Tennessee. Fullview of Texas has another assembly plant in Houston.

CHICAGO, ILL.: **Acme Steel Co.** has moved its general offices from 2840 Archer Avenue to a new office building at 135th St. and Perry Avenue, Chicago 27, Ill. This move consolidates Acme Steel administrative, manufacturing, sales, service and office facilities in Riverdale.

DUMAS, ARK.: The **Georgia-Pacific Plywood Co.**'s sawmill burned down, with an estimated \$150,000 in damages. The mill employed about 115 persons.

NATCHEZ, MISS.: Work has begun on the Hardboard Construction Corp.'s multi-million dollar plant next to the Johns-Manville plant here. The new industry, expected to be in operation late in 1957, will employ about 110 persons with an annual payroll of \$500,000. The **Hardboard Construction Corp.** is associated with the Johns-Manville Corp.

JACKSONVILLE, FLA.: Harold Kreegel is the new district sales manager for **Mitchell** air conditioners in Florida. A former Washington, D. C., contractor, Kreegel replaces Herb Rose.

ATLANTA, GA.: The Atlanta warehouse branch of the **Synkoloid Co.** has been moved from Walker

DEALERS SELL



ECONOMICAL
NON IRRITATING
PLEASANT ODOR
HIGH FLASH POINT
LONG LEVELING (NO BRUSH MARKS)
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster

turnover and higher markup. Stock TANDROTINE — today!

Street to 448 Highland Avenue, N. E. W. T. Doty Jr. is district sales manager for Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee. His son, Bill Doty III, is a territory salesman for Synkoloid water paints and specialties.

EVANSVILLE, IND.: Lawrence P. Garvey is new **Masonite Corp.** dealer salesman for Kentucky and adjacent parts of Indiana and Illinois. Since 1948 he had managed a retail lumber yard.

CHICAGO, ILL.: The **Florence Stove Co.** has announced the appointment of T. M. Cook as Southwestern division manager. He is the third generation to hold this position with the company. He succeeded his father, T. E. Cook, who held the post from 1944.

HOUSTON, TEX.: James A. (Jimmy) Collins has been appointed factory representative for metropolitan Houston and six adjoining counties, for **Seidlitz Paints of Texas, Inc.** For the past seven years, Collins has been associated with a San Antonio paint distributor.

PHILADELPHIA, PA.: **Stanley-Yankee Tools, Inc.**, is the new name for Yankee Tools, Inc., a division of Stanley Tools. Before the Stanley Works acquired the Yankee tool business in 1946, it was known as the North Brothers Manufacturing Co., makers of Yankee spiral screwdrivers.

MEMPHIS, TENN.: Harry H. Mook has been named vice-president of the Mirror Manufacturers Assn. Mook is executive vice-president of the **Binswanger Mirror Co.** He started work 46 years ago as an office boy and rose to his present position in 1950.

TOLEDO, OHIO: William D. Crelley has been named advertising director of the **Owens-Corning Fiberglas Corp.** Formerly he was assistant sales manager of Sweet's Catalog Service in New York.

NEW CASTLE, PA.: The **Dyfoam Corp.**, producers of Dyfoam plastic foam insulation, announce the appointment of John L. D. Bassett as sales manager.

OKLAHOMA CITY, OKLA.: New **Masonite Corp.** salesman for the Texas Panhandle and several counties in southwestern Oklahoma is Kenneth E. Dority.

DALLAS, TEX.: Stephen M. Tart now represents **Masonite** in the Dallas area. Previously he was a salesman for the Barns Lumber Co.

CHICAGO, ILL.: The **Burson Clip System, Inc.**, Chicago, has purchased the X-Clip and Pin Co., Inc. The X-Clip provides an improved system for attachment of air ducts, piping, and secondary ceilings to furring channels.

CONNERSVILLE, IND.: Cecil E. (Kit) Parson is now advertising and sales promotion manager for the American Kitchens Division of the **Avco Manufacturing Corp.**

KANSAS CITY, KAN.: E. E. (Ike) Smith has been appointed sales representative for the **Macklanburg-Duncan Co.** in northern Missouri and Kansas City. Smith was with the Long-Bell Lumber Co. from 1941 to 1951, then he was with the R. L. Sweet Lumber Co. in Kansas City.

DANVILLE, VA.: The **Virginia Solite Corp.** plant at Leaksville Junction, near Danville, is under construction. The parent Southern Lightweight Aggregate Corp. now produces Solite in Buckingham county, Va., and Stanly county, N. C.

New Noyo Facilities

The Union Lumber Co., producers of Noyo brand redwood, announce the revamping of dry-shed facilities to accommodate mixed-car shipments at its mills at Fort Bragg, Calif.

According to Sherman A. Bishop, vice-president in charge of Union's sales, "this augmented mixed-car service will enable more lumber dealers to handle every grade of redwood from V. G. siding to Merch. This will provide greater flexibility in dealer sales."



BLAINE W. EVANS is the new assistant sales manager for **Insulite** in the Southwest. A graduate of the University of Minnesota, he has been **Insulite** sales representative in Indiana for the past six years. From headquarters in Dallas, Evans will supervise **Insulite** sales activities in Texas and parts of Oklahoma, Louisiana, Mississippi, Arkansas, and Tennessee.

We made extra profit
4 ways* with

Versa Railing®

THE ONLY COMPLETELY ADJUSTABLE
WROUGHT IRON RAILING PRE-PACKAGED
FOR THE DO-IT-YOURSELF MARKET...



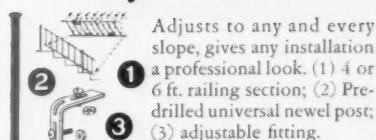
Charles J. Stein
President
Roberts Wholesale Co.
Wheeling, W. Va.

- * No Large Inventories
- * No Complicated Ordering
- * No Detailed Measuring or Diagramming
- * Increased Home Improvement Sales

Complete Versa Railing package makes planning, selling, installing easy. Unique sale and planning charts, display cards, free literature, complete advertising program, and illustrated instruction sheets are provided. Versa Railings are a natural impulse item bringing you high profits!



Only 3 basic parts mean
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FREE DEMONSTRATION DISPLAY

Versa Products Company
Lodi 4, Ohio

Send details of Versa Railing program to:

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FIRM _____

ADDRESS _____

CITY _____ STATE _____

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Yes—and I'm interested in protecting the investment in my new home. That's why when I built it I asked my contractor to use Wolmanized® pressure-treated lumber. I made sure it was Wolmanized lumber, because I know that only nationally advertised Wolmanized lumber can give my home lifetime protection against termites and rot, and the cost is so low! Too, I am sure of beauty, plus protection, for Wolmanized lumber is not oily and it can be painted to the color schemes I want.

W-12

Wolmanized

PRESSURE-TREATED LUMBER

If you're a dealer interested in products with growing profit potentials and markets, write for this booklet. It tells you about Wolmanized lumber, where to use it, where to get it.

Wolman Preservative Dept.
KOPPERS COMPANY, INC.
1456 Koppers Building, Pittsburgh 19, Pa.



Wolmanized®
PRESSURE-TREATED LUMBER



John S. Coxe Heads Alabama Metal Lath Co.

John S. Coxe has succeeded Frank D. Horton as president of the Alabama Metal Lath Co. At a recent meeting of the board of directors, Horton was named chairman of the board and secretary of the firm.

Coxe serves as president and treasurer. C. Glenn Jones is assistant secretary.

Charles B. Webb Jr. was elected vice-president and continues as sales manager.

Located at 3245 Fayette Avenue in Birmingham, the Alabama Metal Lath Co. is a national manufacturer of quality metal lath and accessories. Another division of the company makes and nationally distributes rain-carrying products.

ACI to Meet in Dallas

The 1957 annual convention of the American Concrete Institute is scheduled February 25-28 at the Statler Hilton Hotel in Dallas, Texas. The sessions will cover proposed standards, committee progress reports, prestressed concrete, construction, design, materials, research, and lightweight aggregate.

Leases Hardboard Plant

The United States Gypsum Co. has signed a long-term lease on the insulation board and hardboard products plant owned by Oregon Fibre Products, Inc., at Pilot Rock, Ore. The plant will be operated by USG as their Pilot Rock plant.

Since its completion in 1954, the plant has been operated by Oregon Fibre Products, Inc., but the total production has been marketed by the United States Gypsum Co. under a sales agency agreement.

Philip Carey in Memphis

W. B. Ott is manager of the new Memphis district office of the Philip Carey Mfg. Co., at 1510 Orenda Road in the Tennessee distribution center. Ott has been with Carey since 1938. He has served in sales and managerial capacities in Minneapolis, the Lockland, Ohio, home office, Perth Amboy, N. J., and Philadelphia.

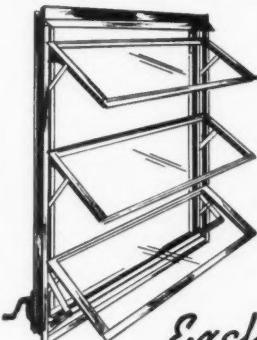
The Memphis office will serve Philip Carey building-supply customers in portions of Tennessee, Mississippi, Arkansas, Alabama, Georgia, Kansas, Kentucky, Louisiana, Missouri, and Oklahoma.

DEALERS . . . DISTRIBUTORS!

Franchises
Now Available

- ★ Consumer-preferred
- ★ Easy-To-Sell
- ★ Profitable

BELL-HOUSE ALUMINUM AWNING WINDOWS



Exclusive New Features

- ★ Double Seal Construction provided by Tubular type weather trap.
- ★ Extruded Aluminum provides modern durable construction and minimum maintenance.
- ★ Factory Glazing Optional provides low selling cost and trouble free glazing; double strength glass only.

Take a minute now to learn about MORE Bellhouse exclusive sales appeal features . . . the long-profit and low stock requirement feature of your Bellhouse franchise . . . the fast-growing demand for this better engineered window. Standard and modular sizes, shipped with or without glazing . . . fast delivery on large or small orders. Specify your territory requirements when you ask for further particulars. Write or phone today for prompt attention.

BELL-HOUSE
Aluminum
AWNING WINDOWS
Okeechobee Road At
Military Trail
West Palm Beach, Fla.
Phone TEMple 3-1733

PAINT SURVEY

(Article begins on page 41)

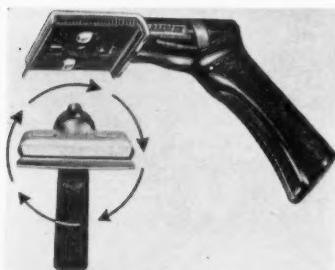
Japan Drier, 51.4%
Lacquer, 51.4%

LADDERS—
Extension, 62.8%
Folding, 57.1%
Aluminum, 22.3%
Wood, 65.7%

Ladder Accessories, 20%
Linseed Oil, 97.1%
Paste, Wallpaper, 51.4%
Plaster, Patching, 91.4%
Pot, Paint, 31.4%
Pot Hook, 22.9%
Preservatives, Wood, 88.6%
Primer, Metal, 68.6%
Putty, 88.6%
Putty Knife, 91.4%

REMOVERS—
Paint, 97.1%
Varnish, 80%
Wallpaper, 17.1%

Rollers, Paint, 88.6%
Sander, Electric, 34.3%
Sandpaper, 91.4%
Sandpaper Holder, 48.6%
Scraper, Paint, 77.1%
Scraper, Floor, 48.6%
Screen Painter, 28.6%
Sealer, Concrete, 54.3%
Sealer, Wood, 68.6%
Shellac, 88.6%
Spackle, 34.3%
Sponge, 17.1%
Sprayers, Paint, 14.3%
Tape, Masking, 68.6%
Thinner, Paint, 94.3%
Tools, Paperhanging, 25.7%



Among the many new "paint accessories" available for dealers to sell in furtherance of their net profits is the four-edge paint scraper seen above. It is made by the Allway Manufacturing Co., Dept. SBS, 1513 Olmstead Avenue, Bronx 62, N. Y. The Jiffy Mixer Co. of San Francisco has introduced a new rotary paint mixer that needs no clamping to the paint container. For more new paint products and accessories, turn to Product Parade on pages 58-66.

Wallpaper, 42.8%
Waterproofing, 62.8%
Wall Size, 65.7%
Wax, 60%

Any way you look at it, lumber and building supply dealers throughout the South and Southwest are becoming increasingly active in merchandising paints and accessories — as they seek to supply builders, home-owners, and other property owners with a complete line of building materials — and as they aim to make a profit on all items needed to build, maintain, and preserve light structures.

PORTABLE POWER TOOLS. A 16-page catalog, "Portable Tools," details sizes and features of jig saws, hand saws, drills, belt and oscillating sanders, and hedge trimmers. Skil Corp., Dept. SBS, 5033 Elston Ave., Chicago 30, Ill.

BARBECUE FIREPLACE. "Build and Enjoy Your Own Barbecue Fireplace" is a booklet selling for 25 cents that suggests different styles of outdoor fireplaces which utilize Majestic forms. It contains many photographs of outdoor entertaining areas and tells how to build the fireplaces. Majestic Co., Inc., Dept. SBS, Huntington, Ind.



precision ONE-COAT OUTSIDE WHITE

Precision takes most of the work out of repainting the home with this easy-working, solid-covering outside paint. One coat is actually all you'll need for a beautiful and durable protective coating.

Dealers: Write today for full details on the Precision Profit Line

"Precisely Right for the Job"



Precision Paint Corporation

4900 Peachtree Industrial Blvd.
CHAMBLEE, GEORGIA

HELPFUL LITERATURE

WOOD SIDING PAINT. A new bulletin, "Wood Siding: How to Install It, Paint It, Care for It," describes the selection and use of the right types of paint. Price is 10 cents. U. S. Department of Agriculture, Home and Garden Bulletin No. 52, Dept. SBS, Washington 25, D. C.

WESTERN WOOD TREATMENT. A new handbook of specifications for pressure treatment of Western woods is offered by American Wood Preservers Institute, Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Oregon.

TIMBER CONNECTOR USES. Nearly 300 designs of wood structures, ranging from basic types of trussed rafters and heavy wood roof trusses to towers and farm buildings, are shown in the 1957 edition of "Typical Lumber Designs." The designs make use of Teco timber connectors. Timber Engineering Co., Dept. SBS, 1319 18th Street N. W., Washington 6, D. C.

HOME BUYER'S GUIDE. The fine points—100 of them—of how to buy a home are covered in a 20-page booklet, "Home Buyer's Guide." The

prospect is told what questions to ask, what to look for in the neighborhood, the lot, the kitchen, bathroom, plumbing, electricity, heating, cooling, basement, attic, structure, and the "how-to" of legal matters. Southern Pine Association, Dept. SBS, P. O. Box 1170, New Orleans 4, Louisiana.

SLIDING GLASS DOORS. The new 16-page Arcadia Metal Products catalog covers aluminum and steel framed sliding glass doors, both special custom types and conventional units. Photographs show engineering details of the head section, sill interlockers and jamb, and hardware designs. Arcadia Metal Products, Dept. SBS, Fullerton, Calif.

WINDOW HARDWARE. An eight-page catalog includes illustrations, specifications, and architectural details on the four types of Vincent Whitney window hardware for awning, casement, and transom type wood windows. Vincent Whitney Co., Dept. SBS, Sausalito, Calif.

GENERATING EQUIPMENT. The Gen-A-Matic Corp., Dept. SBS, 14741 Bessemer Street, Van Nuys, Calif., offers a new 36-page catalog on its Gen-A-Matic portable, standby and sole power electric plants; self-priming centrifugal and diaphragm pumps; Super Hole-A-Matic earth-boring machines; and the Gen-A-Matic 2-way flasher lights.

BUILDING STONE. Four booklets treat the economy, durability, and beauty of stone for "Hospital Architecture," "School Architecture," "Church Architecture," and "Stone In Building Today." Included are split face, dimension, and limestone applications. Building Stone Institute, Dept. SBS, 1696 Summer Street, Stamford, Conn.

ALUMINUM WINDOWS. Installation details and specifications of awning windows, intermediate projected windows, jalousie windows and doors, housing project windows, sliding glass doors, and shower tub enclosures are covered in a 23-page brochure entitled "Light Construction Catalog." Ludman Corp., Dept. SBS, 14100 Biscayne Boulevard, North Miami, Fla.

STEEL STRAPPING. "Blue Book of Packaging" contains 130 photographs of interesting and unusual strapping applications, as well as a review of U. S. S. Gerrard products. Included is information on the new Gerrard heavy-duty flat steel strapping powered unit. Gerrard Steel Strapping Division, United States Steel Corp., Dept. SBS, 2915 West 47th Street, Chicago 32, Ill.

FARM BUILDING GUIDES. Pole-frame construction of practical farm buildings is explained in three new guide booklets for building a bunker type self-feeding silo, 30' x 100' poultry broiler or laying house, and a 44' x 50' hay and rest barn. Southern Pine Association, Dept. SBS, P. O. Box 1170, New Orleans 4, La.

SOFTWOOD PLYWOOD. The third edition of *Commercial Standard (CS122-56)* for *Western Softwood Plywood* provides grading rules to cover nine grades each of interior and exterior type Western softwood-plywood. It includes tests, standard sizes, size tolerances, reinspection rules, grade-marking provisions, nomenclature, and definitions. Standard costs 15 cents a copy from Superintendent of Documents, Dept. SBS, Government Printing Office, Washington 25, D. C.

ACOUSTICAL CEILINGS. "Quiet Your Home" is a 20-page booklet outlining the installation and use of acoustical ceilings. Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

PLASTIC PANELS. The Barclite Corp. of America, Dept. SBS, Barclay Building, New York 51, N. Y., offers an installation work sheet to show the simplest method of installing Barclite translucent plastic panels for patio roofs, awnings, carports, and sun porches. The work sheet includes a suggested framing method and space for a list of materials.

STEEL BUILDINGS. A colorful catalog shows details of the enlarged Stran-Steel line of industrial and commercial buildings and accessories. Stran-Steel Corp., Dept. SBS, Ecorse, Detroit 29, Mich.

LIFT TRUCKS. The "Pace-Maker" series of fork-lift trucks is described in a 32-page booklet. The well-illustrated publication explains features of the "all new from frame to top of mast" models, ranging in capacities from 6,000 to 11,000 pounds. Towmotor Corp., Dept. SBS, 1226 East 152nd Street, Cleveland 10, Ohio.

STAPLING MANUAL. The Arrow Fastener Co., Inc., Dept. SBS, 1 Junius Street, Brooklyn 12, N. Y., offers a new sales manual. The small, fast-reading booklet shows how the repeat sale of staples is an automatic thing. It introduces the entire Arrow line with simple illustrations along with suggestions for demonstrations.

HOUSEHOLD FANS. "Niteair" describes the effectiveness of a Lau attic fan. "Tomorrow's Fans . . . Today!" shows the portable Lau air circulators and window fans, in beautiful colors to harmonize with any decor. Lau Blower Co., Dept. SBS, 2007 Home Avenue, Dayton 7, Ohio.

Classified Advertising

Terms — Cash With Order
Minimum Charge \$5.00

RATES.

\$10 per word for each insertion.

Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N.E.
Atlanta 8, Georgia

SALESMAN WANTED

SURAMIC, the NEWEST and HOTTEST to hit the asbestos, yes — asbestos siding market requires commission salesmen calling on the re-siding trade to set up franchises in several open territories. Write promptly, listing experience, other lines carried and area regularly traveled, to Box 75, care Southern Building Supplies, 806 Peachtree Street N.E., Atlanta 8, Georgia.

MISCELLANEOUS

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost cartoons. "IT'S TIME TO REMODEL" series will sell Home Improvements. Cartoons humorously show need for REMODELING of Bathrooms, Kitchens, Windows, Insulation, Roofing, Painting, etc. Mats in one or two column sizes for advertisements from three inches up. Exclusive city franchises with money back guarantee. For FREE prints of cartoons and details write to DAVE LILLY CARTOONS, Box 167, Long Beach, California.

WALLPAPER SALES

(Article begins on page 51)

33% margin on sales of related supplies and accessories, this dealer promotes such merchandise at every opportunity.

Ginglewood is impressed by the increasing frequency of women drifting in to see some wallpaper because they had seen some pretty uses of wallpaper in one of the national women's or shelter magazines. The aggressive Wallpaper Council has been unusually successful recently in getting magazines and newspaper syndicates to feature pictures of attractive uses of wallpaper in new or remodeled homes, offices, and shops.

This year, the Wallpaper Council is saluting the homebuilders by getting publications, radio, and television stations to spotlight the "tremendous new popularity of wallpaper in American homes as a result of builders' increased emphasis on individuality and custom-designed interiors in their model homes." Use of wallpaper on some kitchen and powder-room walls is particularly illustrated.

Available from the Wallpaper Council, Dept. SBS, 509 Madison Avenue, New York 22, N. Y., are two booklets for builders and dealers. "Wallpaper Sells Homes" cites case histories on how wallpaper has helped speed up home sales. "What Every Builder Should Know About Wallpaper" is a complete technical data sheet.

KITCHEN MATERIALS

(Article begins on page 52)

face which is slightly varied without an actual geometric design or pattern. Surfaces such as wood, marble, stone, wallpaper, and nubby or loosely woven material are frequently called textures. But due to the indistinctive design, they do not limit themselves to use as frequently as actual patterns. Texture, however, again should be offset with a plain area to avoid a busy look. These textures may be used with patterns to avoid the sterile look of the 1920 and 1930 kitchens.

Patterns may be discussed in two major fields: a predominant pattern which includes floral,



"Don't you get any splinters around this yard. They'll think you are stealing lumber!"

scenic, and abstracts—or stylized motifs of any design that can not be classified as an actual geometric.

One predominant pattern in a room is quite acceptable, but because of the predominance of this type of pattern, it will be the first thing observed. So, by pulling the colors of a predominant pattern and locating them in various points around the room, the eye will travel from one object to another. Each room should be viewed in its entirety.

Use this easy test: close your eyes a few minutes before entering a room. If your eyes view only one object as you open them and they do not voluntarily travel around the room, the one predominant feature should be subdued.

Another method of reducing the "shock" of a predominant design is to add a geometric pattern in fabric or wallpaper of the same colors in other parts of the room. This may include a stripe, plaid, provincial print, or block design.

Since all objects in decorating have a limitation in order to convey good taste, a degree of conservatism in using materials will assure customer satisfaction. The use of a quick sketch can frequently tell how far you can go in any direction.

The manufacturer's recommendations and a decorator's services are readily available if any doubt arises in your customer's mind. Pure originality practically doesn't exist, but ideas can be "borrowed" from shelter magazines, trade

shows, private homes, institutions, and manufacturers' literature, and adapted with your own flair to your customer's desires. As in any creative field, it is 90 per cent application and 10 per cent talent!

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The PLASTIC Repair Material
in POWDER Form

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NEW PRODUCTS MEAN NEW PROFITS

The April Issue, with its timely tips on profit-producing products, is an annual favorite and reader interest is unusually strong.

Among the outstanding features in this issue will be the annual SOUTHERN BUILDING SUPPLIES survey of lines handled by dealers in the eighteen Southern and Southwestern states. This survey gives readers a chance to measure their operations against others in the region and to take advantage of recognizable trends in new lines.

Southwestern readers will get a bonus in the advance coverage of the Lumbermen's Association of Texas annual convention to be held April 14-16 at Dallas. Editorial coverage of this event will include full listing of programs, personality sketches of officers and speakers, lists of exhibitors and other highlights of the convention.

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Winter Construction and Repair Business requires Spot Shipments from Mills with ample diversified stocks.

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We can supply your mixed car needs in SUGAR PINE, PONDEROSA PINE, DOUGLAS FIR, WHITE FIR, CALIFORNIA INCENSE CEDAR and a limited amount of PORT ORFORD CEDAR in 4/4 and 8/4 high grade commons.

Pine Mouldings can be included in your mixed car.

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Sales Office at Anderson, California

ADVERTISERS INDEX

A

A & F Tileboard Co.	*
Acme Appliance Mfg. Co.	67
Agricultural Extension Division United States Steel Corporation	37
Alabama Metal Lath Co.	*
Albritton Engineering Corp.	21
Alson Mfg. Co.	*
Altex Engineering Co.	1
American Cancer Society	*
American Sisalcraft Corp.	*
Andersen Corp.	38 & 39
Armstrong Co.	*
Atlanta Oak Flooring Co.	*
Atlantic Steel Company	19

B

Bellhouse Louver Windows	86
Bestwall-Certain-Teed Sales Corp.	33
Bialy & Assoc., Norman A.	69, 91
Bostwick, Harold B.	*
Bowers Jr. R. P. (Rudy)	Second Cover
Bradley Lumber Co. of Arkansas	16
Burton, Robert S.	80

C

Caldwell Mfg. Co.	*
Callahan, James	69
Cameron & Co., Wm.	30
Cameron and Richardson	71
Camp Company, Inc.	92
Carlton Products Corp.	*
Carolina Metal Products	*
Carson, H. H.	57
Celotex Corp., The	11
Cheney Lumber Co.	13
Cincinnati Tool Company	14
Classified Ads	88
Cleveland Steel Specialty Co., Inc.	*
Columbia Mills, Inc.	*
Consolidated Wire Products Co.	Second Cover
Cornay, F. A.	*
Croft Metal Products, Inc.	15
Cruze Co., Fred C.	84
Curtis Companies, Inc.	*

D

Dant and Russell, Inc.	73
Daryl Products Corp.	*
Davis, Marion T.	73
Desmond Brothers	*
Dickey Clay Mfg. Co., W. S.	77
Dinges Co., George J.	69
Dixie Cabinet Company	54
Dodge Window Corp.	*
Donald Durham Company	89
Donley Bros. Co.	91
Douglas Fir Plywood Assn.	*
Dunne Co.	59
du Pont de Nemours & Company	76
Dur-O-wal Division, Cedar Rapids Block Co.	92

E

Everett & Co., John T.	5, 32
------------------------	-------

F

Fenestra, Inc.	*
Filon Plastics Corp.	*
Flintkote Co.	*
Flynn Manufacturing Co., Michael	*
Fry Roofing Co., Lloyd A.	*
Fuller Jr., L. G.	30

G

Gardner Asphalt Products Co.	14
Gardner Sales Co.	30, 80
Garner & Co.	91
Gaskin Jr., T. A.	7, 8, 9 & 23
Georgia Art Supply Co., Lumber Division	*
Goetze Co., Earl	23
Griffin Manufacturing Co.	*

H

Hager & Son's Hinge Mfg. Co., C.	32
Hagerman, Henry H.	69
Hall Window Corporation	72
Hansen, J. W.	*
Harbor Plywood Corp.	*
Heatilator, Inc.	*
Hildreth, John L.	69
Hobbs Wall Lumber Co.	82
Homasote Co.	69
Huttig Sash & Door Co.	*

I

Ideal Brass Works, Inc.	*
Ideal Co.	30

J

Johns-Manville, Inc.	*
Johnson & Co., Inc., A. J.	23
Jones, Arthur S.	Third Cover

K

Kaiser Aluminum & Chemical Corp.	*
Keasbey & Mattison Co.	*
Keenan & Co.	21
Kelley Mfg. Co.	*
Keystone Steel & Wire Co.	*
Keystone Wire Cloth Co.	*
Kimberly-Clark Corp.	40
Kochton Plywood and Veneer Co., Inc.	*
Koppers Co., Inc., Wood Preserving Division	86
Kuhne, R. M.	Fourth Cover

L

Lang, H. Carleton	80
Lehon Co.	*
Leslie Welding Co., Inc.	*
Libbey-Owens-Ford Glass Co.	*
Lifeguard Industries, Inc.	*
Lion Oil Co., Asphalt Products Div.	*
Long-Bell Lumber Company, Southern Wood Preserving Division	74
Louver Manufacturing & Supply Co.	*
Loxreen Co.	30
Lynch Asbestos Company	17

ADVERTISER'S INDEX

M

- Majestic Company, Inc. 79
 Malloy, V. W. 57
 Maltex Industries, Inc. 2
 Markee Corporation of America *
 Marsh Wall Products, Inc. *
 Masonite Corporation
 Maze Company, W. H. 78
 Metal Trims, Inc. *
 Midwestern Sales Co. 91
 Miller Mfg. Co., Inc., Frank B. *
 Modern Shower Door, Crystal Vue Co. *
 Moe Light, Div. of Thomas Industries, Inc. *
 Monarch Metal Weatherstrip Corporation 59
 Murphy, D. T. 36
 M W Distributors 36

N

- Nachlas, Otto 69
 National Business Publications, Inc. *
 National Gypsum Co. 12
 National Lock Co. Fourth Cover
 National Retail Lumber Dealers Assoc. *
 National Woodworks 27
 North, J. Scoby *
 Nova Sales Company 69

O

- O'Callaghan, W. L. 59
 Oconee Clay Products Co. 31
 Orangeburg Manufacturing Co., Inc. *
 O'Rouke, James 5

P

- Pacific Lumber Co. 57
 Penn-Akron Hardware Corp. *
 Penn-Dixie Cement Corp. *
 Perma Products Co. 23
 Perry Furniture Co. *
 Phifer Aluminum Screen Co. *
 Plastergon Wall Board Co. *
 Pohl, H. H. 80
 Precision Paint Corporation 87
 Proctor & Co., E. W. 69

R

- Rambo, David B. 71
 Raynor Manufacturing Company *
 Red Cedar Shingle Bureau *
 Republic Steel Corporation *
 Reyburn, F. Kenneth *
 Reynolds Metals Company, The *
 Rock Island Millwork Co. 61
 Ruberoid Company 65
 Rudiger-Lang Co. 4
 Russell Company, F. C. *

S

- Schoeck, Fred C. 30
 Siegel Mfg. Co. *
 Sellinger, Eliot R. 30
 Sellars, Jack L. 31
 Smith, J. Paul Third Cover
 Smith Lumber Co., Ralph L. 90
 Southeastern Pine Marketing Institute *
 Southern Building Supplies 90

- Southern Door Lite Co., Inc. 75
 Southern Metal Products Corp. 5
 Southern Pine Association *
 Southern Sash Sales & Supply Co., Inc. Third Cover
 Southern Screw Co. *
 Southern States Iron Roofing Co. 24 & 25
 Spentzos, Jim 79
 Stanley Building Specialties Company *
 Starline, Inc. *
 Starnes, John P. *
 Superior Lumber Sales Company *

T

- Tarter, Webster & Johnson, Inc. 81
 Tennessee Coal, Iron & Railroad Div. U. S. Steel Corp. *
 Tennessee Products & Chemical Corp. *
 Timber Engineering Co. *
 Trinity White, Div. General Portland Cement Co. *
 Tri-State Building Service 59
 Trowbridge, Lewis C. 79
 Turner & Seymour Mfg. Co. *
 Turpentine & Rosin Factors, Inc. 84

U

- Ualeo Aluminum Windows Third Cover
 Union Lumber Co. 14
 U. S. Plywood Corp., Industrial Adhesive 83
 U. S. Plywood Corp. *
 United States Steel Corp., Agricultural Extension Division 37
 United States Steel Corp., Tenn. Coal, Iron & Railroad Div. *
 United States Treasury Dept. *
 Unitemp Products *
 V

- Vadeo Products Co. *
 Vega Industries, Inc., Heatilator Division *
 Vento Steel Prod. Co., Inc. *
 Versa Products Company 85
 Visador Company *
 Vulcan Metal Products, Inc. 71

W

- Walker & Son, T. V. 35
 Want Ads 88
 Warren, Robert K. Second Cover
 Weather-Proof Co. *
 West Coast Lumbermen's Assn. 34
 Western Pine Association 92
 Weyerhaeuser Sales Co. 28 & 29
 Willis, K. L. *
 Wing Co., Inc., Sam A. *
 Wood Conversion Co. 7, 8 & 9
 Woodco Corp. *
 Wood Preserving Division, Koppers Co., Inc. 86
 Wright Co., L. K. 30 & 31
 Wynne, Morgan 69

Z

- Zegers, Inc. 80
 Zuber Lumber Co. *



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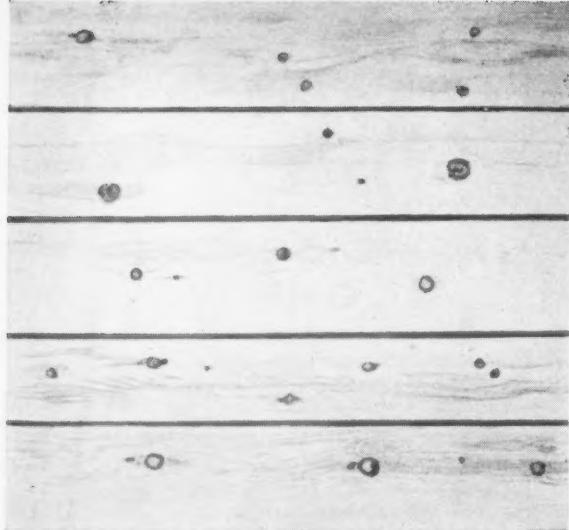
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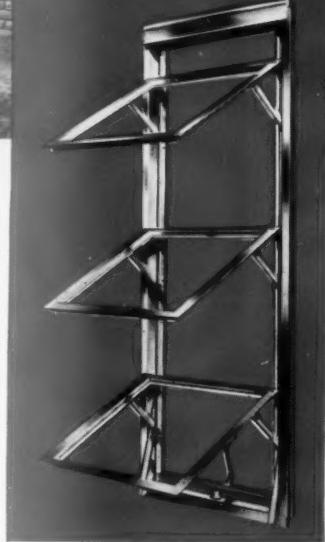
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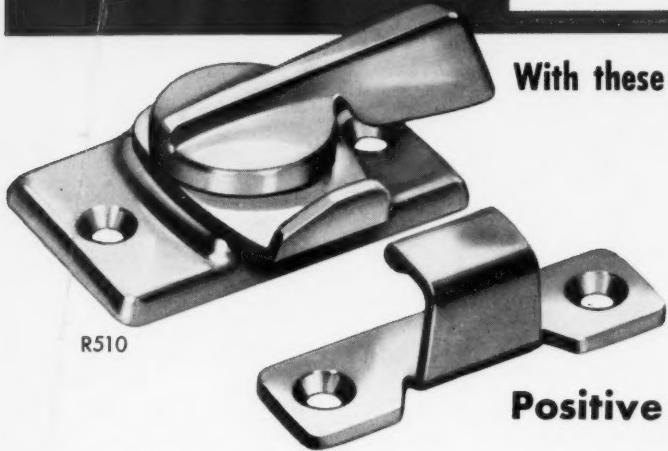
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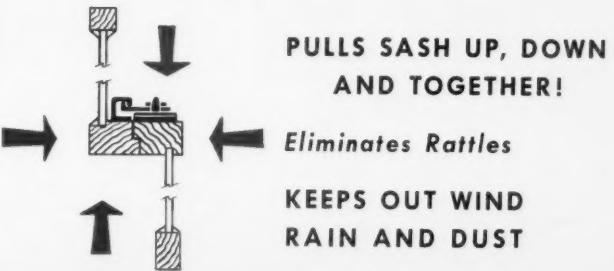


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